



## Course Description

<b>Course No.</b>	1900822W	<b>College</b>	College of Economics and Management	<b>Dept.</b>	Economics Department
<b>Teacher</b>	Donglan ZHA				
<b>Time</b>	2017.12.18-2018.01.12				
<b>Course Name</b>	<b>English</b>	Principle of Marketing			
	<b>Chinese</b>	市场营销			
<b>Course hours</b>	<b>Total</b>	<b>Theory</b>	<b>Experiment</b>	<b>Practice/Self-study</b>	<b>Credits</b>
	68	60		8	6.0

**Course description** : Describe the nature, academic status, and aims of the course (theory, ability and technique)

1. Course nature and academic status

Course nature: management

Academic status: undergraduate

2. Course aims (theory, ability and technique)

This course aims to: introduce you to the fundamental principles of marketing give you a broad understanding of consumers and the marketing behaviour of firms explore the relevance of other academic disciplines to marketing encourage you to question the limitations of marketing management and to suggest ways of overcoming its many problems develop your practical skills by applying learned theories to real-world organisational problems.

This course is ideally suited to those who wish to develop a sophisticated and critical understanding of marketing theory. At the end of this course and having completed the Essential reading and activities, you should be able to:

- discuss the function and effect of advertising/promotion from an organisational perspective
- describe the pricing behaviour of firms in an uncertain environment where information may be limited or wrong
- describe and analyse the marketing behaviour of firms and consumers. These themes run throughout the course. You will be expected to acquire a knowledge and critical understanding of these and other important themes as well as the sub-topics that form a part of each major theme.



## Requirements for courses; ability and knowledge in advance

The knowledge of management, microeconomics and macroeconomics

### Course structure explanation:

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

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#### Week 1:

*Part 1: Defining Marketing and the Marketing Process*

Marketing: Managing Profitable Customer Relationships

Company and Marketing Strategy: Partnering to Build Customer Relationships

*Part 2: Understanding the Marketplace and Consumers*

The Marketing Environment

Managing Marketing Information

Quizzes 1 Chapters 1-4

#### Week 2:

Consumer Markets and Consumer Buyer Behavior

Group Presentation of Case Analysis

Business Markets and Business Buyer Behavior

Group Presentation of Case Analysis



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*Part 3: Designing a Customer-Driven Strategy and Mix*

Customer-Driven Marketing Strategy: Creating Value for Target Customers

Product, Services, and Branding Strategy

**Week 3:**

New-Product Development and Product Life-Cycle Strategies

Group Presentation of Case Analysis

Pricing Products: Understanding and Capturing Customer Value

Group Presentation of Case Analysis

Pricing Products: Pricing Strategies

Quizzes 2 Chapters 5-11

Marketing Channels and Supply Chain Management

Group Presentation of Case Analysis

**Week 4:**

Retailing and Wholesaling

Communicating Customer Value: Integrated Marketing Communications Strategy

Advertising and Public Relations

Personal Selling and Sales Promotion

Quizzes 3 Chapters 12-16

**Teaching methods (Lectures, practice, etc)**

The course is highly interactive between the class and the instructor. Through case studies/presentations, problems, and specific company client activities, students will have the opportunity to use the concepts, ideas, and strategies presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

This upper level undergraduate course will incorporate a lecture and project-based approach to the principles of marketing. The textbook used in this course will be used as a reference point for the discussion(s) of the marketing plan project. Students are encouraged to read and inculcate the major principles found in the textbook.



**Forms of examination and requirements**

**Structure of the final grade(including presence, class performance, ), focus of exam, forms of exam(test, interview, final report, etc)**

The following items will be assigned during the semester and used to calculate the student's final grade:

**ASSIGNMENTS** Periodically throughout the semester, you will be asked to download and complete short exercises. You may be asked to complete an analysis of a company, review an article, view a video, examine a company's marketing techniques, etc. All assignments must be completed and submitted before a set deadline.

**QUIZZES** Approximately 3 quizzes will be given during the semester. The quizzes will be given in class. The normal quiz includes ten simple and ten multiple choice questions.

**EXAMS** Final exam will be given at the end this semester. It is open-book exam.

Course Grade:

The grading scale for this course is as follows:

Assignments – 30%

Quizzes – 20%

Exams – 50%

<b>Textbook</b>	<b>Name</b>	<b>Publisher</b>	<b>Author</b>	<b>Year</b>	<b>Price</b>
	Principle of Marketing (13 <sup>th</sup> )	清华大学出版社	Philip Kotler, Gary Armstrong	2013	69
<b>References</b>	<b>Name</b>	<b>Publisher</b>	<b>Author</b>	<b>Year</b>	<b>Price</b>
<b>Website</b>					
<b>Course members</b>					
<b>College</b>					



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