



# Fu Jen Catholic University

## MKET 200 Principles of Marketing

### Summer 2019

**Class hours:** Monday through Thursday, 2 hours each day

**Review and Discussion:** Friday, 2 hours

**Office hours:** Friday/Saturday, 1 hour or by appointment

**Field trip:** According to Professors' teaching plan

**Credit:** 3

**Total contact hours:** 54 hours

**Instructor:** Yunshan Lian

#### Course Description

The objective of this course is to introduce students to the important issues undertaken by marketers. Students will learn the language of marketing and the basic elements of a marketing analysis. Students will be able to identify, define, and examine the process of developing the components of the marketing mix, and explain how marketing managers use these components to gain competitive advantage within a socially responsible and ethical environment.

#### Learning Objectives

At the end of the semester, students should be able to:

- Identify, define, and examine the process of developing the four elements of the marketing mix, (product, promotion, price, and distribution) and explain how marketing managers use these elements to gain competitive advantage within a socially responsible and ethical environment.
- Explain market segmentation and targeting in order to understand how marketing affects the success of the firm, how marketing interacts with other functional areas, and how marketing shapes and is shaped by modern society.
- Explain the marketing concept and be able to recognize the importance of customer needs and wants as the foundation for marketing decision-making.
- Name the four stages of the product life cycle and explain how the marketing mix is affected in each stage.
- Apply the processes and techniques used in marketing decision-making as they relate to the successful implementation of an organization's marketing strategy.



- Be able to analyze the strengths, weaknesses, opportunities, and threats of a company's situation in order to find attractive opportunities and identify environmental threats.
- Explain the importance of branding to marketing; be able to name several benefits of branding to the marketer and several benefits to the consumer.
- Describe the consumer buying behavior process, and describe and provide specific examples of each stage in the process.
- Explain the concept of integrated marketing communications and express why it is important to successful marketing.
- Explain the differences between advertising, public relations, promotion, personal selling, and direct marketing.
- Recognize and discuss some of the dynamics of marketing in the global environment.
- Recognize and be sensitive to the many different cultural issues when marketing in a foreign country
- Demonstrate and improve your oral communication skills.

### **Required Materials**

1. Principles of Marketing 16e, Kotler & Armstrong (2016), Pearson Publishing, ISBN-13: 9780133973105 with MyMarketingLab.
2. Facebook Account – Sign up for an account on [www.facebook.com](http://www.facebook.com) or you may use your existing one

### **Structure of the Course**

#### *Lectures and Discussions*

I plan to lecture while spending most of our class time discussing the questions and cases that are in our text in open and free flowing discussions about them, along with additional supplemental materials that I will provide from time to time. The time we spend in class is precious, and I would rather not 'waste' it going through the readings in the book, except to the extent that I will go over the concepts you should be understanding from each chapter and answer any outstanding questions you have from your readings. Marketing is not hard to learn, but it is hard to practice. Ideally, I would like to use this valuable resource to tap into the many thoughts and opinions of your fellow students, including their (and your own) unique perspectives on what they have read. I think this is the best use of both of our time and will maximize learning.

#### *Case Studies*

Case studies will help reinforce the marketing mix variables and give you an opportunity to develop your analytical skills. You should be prepared to present and defend your recommendations, as well as challenge your classmates' recommendations.

#### *Written and Oral Communication*

Communication is absolutely the number key success factor in your marketing and sales and business career. So, I plan to provide you with several opportunities to generate written materials, presentation materials, and to present to your fellow students and me, using outlines, templates and other documents that I will provide.

### **Expectations and Policies**

- Being prepared for each class including reading any assigned material before class.
- Being to class on time.
- Being attentive and participating in class discussions.
- Being dependable to fellow classmates and the instructor.



- Only use electronic devices in class when directed by me.

### *Class Attendance and Participation*

Class attendance is very important. Class participation will be evaluated based on demonstrating you have read any assigned materials prior to class and have prepared any assigned cases or discussion questions. The quality of your participation in discussions will also count toward your participation grade.

### *Personal Electronics*

In order that your attention not be divided and everyone give proper respect to whomever is speaking in class at the time, I would ask that you only use your electronic devices in class when directed by me (or step outside of class if there is some type of emergency or other need to use them).

### *Team Assignment Responsibility*

All team assignments should represent relatively equal inputs of all members and the final product should reflect the work of all participants. All members of a team will provide confidential feedback as to the contribution of each team member.

### *Academic Integrity*

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. The University expects that all students will complete all academic assignments with fairness and honesty. Students must recognize that failure to follow rules and guidelines may constitute academic misconduct.

Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and/or possession of unauthorized materials during an examination.

If I suspect that a student has committed academic misconduct in this course, I am obligated to report it. If it is determined that you have committed academic misconduct, the sanctions could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

## **Evaluation**

While maximum learning about marketing is the goal of this course, the ability to DEMONSTRATE that learning is the basis for how you will be evaluated. You can demonstrate that learning in 6 ways this semester to earn up to 1600 points (except where noted all assignments are due by 12 midnight on the due date; late submissions can only receive up to 50% credit):

### *Class Participation*

You can earn up to 300 points for Class Participation. Given the many important discussions and cases that we will be doing during class time, including debating and learning from others opinions and thoughts, if you are absent from class or use your personal electronics for non-class purposes during class time more than one time (without a valid excuse or some type of prearrangement), your class participation grade will be greatly impacted for the semester.

Class Participation will be graded using the following Rubric:



Attendance	0 Points More than 1 unexcused absence	100 Points Had 1 unexcused absence	150 Points No unexcused absences
Participation	0 Points Rarely participates	50 Points Sporadically participates	100 Points Regularly participates
Quality	0 Points No comments or comments off base	25 Points Comments contributed to the discussions	50 Points Comments propelled discussions forward

### *FB Marketing Example*

You can earn 100 points by selling an item through your FB Marketplace. Try to close a deal by the end of the semester if possible and report how do you introduce your item and how to promote your sales.

### *Case Presentations*

This is a group work. You'll join a group of five and prepare for this case presentation. You can earn up to 100 points by preparing and presenting one of the cases listed in the syllabus this semester. The presentation will be around 10 minutes and cover the salient facts and issues from the chapter that are represented in the case, with a tie back to the chapter teachings, and your recommendations on what to do. The class will have a further discussion about that case and the pros and cons of your approach. During the first week of the semester, please sign up for the group and case that you want to present.

### *Quizzes*

You can earn up to 400 points from quizzes given on Thursday each week to ensure that everyone is staying up with the reading, and so we can have high quality discussions in class. Quizzes will be in the format of short answer questions, and you can use one page of study notes during the quiz.

### *Group Marketing Plan*

You can work with your group to earn up to 200 points by assuming the role of a marketing manager at a company you select, picking one of their products to market, and creating a write up of your marketing plan for that product (containing information on the company, product, target market, competition, your recommendations, etc. based on the outline on page 57 of the textbook). I will ask your group to submit your idea proposing the company and product/service you have selected for review (so I can ensure that it is appropriate in subject and scope). The full marketing plan will be due at the end of the semester.

### *Final Exam*

There will be a comprehensive final exam based on the reading assignments on the last day of the course. This exam will be worth 400 points. In case you have to reschedule the final exam due to a legitimate reason, the instructor and the school need to be notified one week before it happens. Otherwise it will not be rearranged for you once the official final exam has been conducted.

### *Course Grades*



Grade	Percent	GPA
80 to 100	A	4
70 to 79	B	3
60 to 69	C	2
50 to 59	D	1
49 and below	E	0

The grading system is as follows: A is superior, B is very good, C is average, D is inferior, and F is failure.

To get an A is unusual since it means you must outperform most of the others in class. That means meeting all the Syllabus requirements for being on time and ready for class each day and getting almost all the points that are available to you. But you also must be a very polished, professional Marketing person who can demonstrate your mastery of the concepts of Marketing.

To get a B, you must do above average work in meeting the Syllabus requirements for being on time and ready for each class day, while earning a very large percentage of the points that are available to you. You must be a polished, professional Marketing person who can demonstrate your abilities in all class activities.

To get a C, you must do average work and earn most of the points that are available to you. You must show that you can be a marketer in most of the activities we are doing in the class throughout the semester.

To get a D, you will have shown me that you are not grasping the concepts behind Marketing, are not acting in a professional manner, and are earning a little more than half or less of the points that are available to you.

To get an E, you will have shown me that you are not grasping the concepts behind Marketing and are not acting in a professional manner. Es are awarded a 0 GPA. Any plagiarism will receive an automatic 'E' grade.

**Tentative Schedule/Class Assignments—ALL ASSIGNMENTS TO BE SUBMITTED ON BLACKBOARD EXCEPT WHERE NOTED**

Week beginning	Topic	Assignments
<b>Monday, Jul 8<sup>th</sup></b>	Introduction to Course	-Chapter 1 -Case Presentations -Create an FB account and learn how to post your item in the Marketplace
<b>Tuesday, Jul 9<sup>th</sup></b>	Company and Marketing Strategy	-Chapter 2
<b>Wednesday, Jul 10<sup>th</sup></b>	Analyzing the Environment	-Chapter 3
<b>Thursday, Jul 11<sup>th</sup></b>	Managing Marketing Information	-Chapter 4 -Case Presentations -Quiz 1 on Chapters 1 - 4
<b>Friday, Jul 12<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 15<sup>th</sup></b>	Consumer Markets	-Chapter 5



<b>Tuesday, Jul 16<sup>th</sup></b>	Business Markets	-Chapter 6
<b>Wednesday, Jul 17<sup>th</sup></b>	Customer Driven Market Strategy	-Chapter 7
<b>Thursday, Jul 18<sup>th</sup></b>	Products, Services, and Brands	-Chapter 8 -Quiz 2 on Chapters 5 - 8 -Case Presentations
<b>Friday, Jul 19<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 20<sup>th</sup></b>	New Product Development and Product Life Cycle	-Chapter 9
<b>Tuesday, Jul 23<sup>rd</sup></b>	Pricing	-Chapter 10 -Group Marketing Plan idea due
<b>Wednesday, Jul 24<sup>th</sup></b>	Pricing Strategies	-Chapter 11
<b>Thursday, Jul 25<sup>th</sup></b>	Marketing Channels	-Chapter 12 -Quiz 3 on Chapters 9 - 12 -Case Presentations
<b>Friday, Jul 26<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 29<sup>th</sup></b>	Retailing and Wholesaling	-Chapter 13
<b>Tuesday, Jul 30<sup>th</sup></b>	Marketing Communications	-Chapter 14
<b>Wednesday, Jul 31<sup>st</sup></b>	Advertising and PR	-Chapter 15
<b>Thursday, Aug 1<sup>st</sup></b>	Personal Selling	-Chapter 16 -Quiz 4 on Chapters 13-16
<b>Friday, Aug 2<sup>nd</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Aug 5<sup>th</sup></b>	Direct and Online Marketing	-Chapter 17
<b>Tuesday, Aug 6<sup>th</sup></b>	Creating Competitive Advantage	-Chapter 18
<b>Wednesday, Aug 7<sup>th</sup></b>	Global Marketing	-Chapter 19 -Case presentation
<b>Thursday, Aug 8<sup>th</sup></b>	Final Exam	-Final Exam
<b>Friday, Aug 9<sup>th</sup></b>	Group Market Plans	-Group Mktg Plans due