



蘇州大學
Soochow University

MKT 100 Principles of Marketing

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

As a compelling and dynamic field of commercial study, marketing is always what a successful enterprise should attach great importance to. Marketing cares about how to identify, attract and satisfy the consumers and yield out profitable or non-profitable value. In this course, we will learn about the core content of marketing, including but not limited to the definition and development of marketing, analysis of marketing environment, value, brand, pricing, retailing, promotion, social responsibility and ethics, etc.

Upon Completion of this Course, students will be able to:

1. Understand and describe the key concepts and principles of marketing
2. Describe how the factors of marketing affect the marketing planning, implement and adaptation
3. Identify the target markets and consumer and make strategic decisions accordingly
4. Gain insight into the significance of social responsibilities and ethics of marketing
5. Interpret the marketing strategy of a particular company and forecast its trends within the market environment

PREREQUISITES

None.

GRADING



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
3 Assignments	30 Points
Midterm Exam	30 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Lloyd C Harris, Philip Kotler, Gary Armstrong, Hongwei He, *Principles of marketing*, 8th Edition, Pearson, 2017.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Defining marketing and the marketing process Topic 2: Marketing: creating customer value and engagement Topic 3: Company and marketing strategy Topic 4: Understanding the marketplace and consumers Topic 5: Analyzing the marketing environment</p> <p>Assessments: Assignment#1</p>



Module 2	<p>Topics: Topic 6: Managing Marketing Information to Gain Customer Insight Topic 7: Consumer Markets and Buyer Behaviour Topic 8: Business Markets and Business Buyer Behaviour Topic 9: Designing a Customer Value-Driven Strategy and Mix Topic 10: Customer-Driven Marketing Strategy</p> <p>Assessments: Assignment#2</p>
Module 3	<p>Topics: Topic 11: Products, Services and Brands: Building Customer Value Topic 12: Products, Services and Brands: Building Customer Value (Cont.) Topic 13: Developing New Products and Managing the Product Life cycle Topic 14: Pricing: Understanding and Capturing Customer Value Topic 15: Pricing Strategies: Additional Considerations</p> <p>Assessments: Midterm Exam</p>
Module 4	<p>Topics: Topic 16: Marketing Channels : Delivering Customer Value Topic 17: Retailing and Wholesaling Topic 18: Engaging Consumers and Communicating Customer Value Topic 19: Advertising and Public Relations Topic 20: Personal Selling and Sales Promotion</p> <p>Assessments: Assignment#3</p>
Module 5	<p>Topics: Topic 21: Direct, Online, Social Media and Mobile Marketing Topic 22: Creating Competitive Advantage Topic 23: The global Marketplace Topic 24: Social Responsibility and Ethics Topic 25: Final Exam Reviews</p> <p>Assessments: Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow



University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.