



MKT 220 Introduction to Marketing Management

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course provides students with an overview of marketing management, covering key concepts, strategies, and decision-making processes from both the firm's and consumer's perspectives. Topics include marketing planning, consumer behavior, market segmentation, branding, pricing, distribution, and marketing communications, and international aspects of marketing.

Upon completion of this course, students will be able to:

1. Understand the fundamental principles and concepts of marketing management.
2. Gain a foundational understanding of marketing's role in organizational success.
3. Analyze marketing planning and decision-making processes from the perspectives of firms and consumers.
4. Develop critical thinking and analytical skills in marketing decision-making.

PREREQUISITES

N/A

GRADING

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

ITEM	POINTS
Class Participation	10 Points



Assignments	40 Points
Quizzes	10 Points
Midterm Exam	15 Points
Final Paper	25 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:

David Hesmondhalgh, *The Cultural industries*, 3rd Edition, Sage, 2012.

Alan B. Albarran, *The Media Economy*, 2nd Edition, Routledge, 2016.

Recommended (Optional) Texts or Other Materials:

Supplementary readings will be assigned throughout the course to provide additional perspectives on key topics.

COURSE TOPICS

MODULE	TASKS
Module 1	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: Analyzing the Marketing Environment Assessments: Assignment#1
Module 2	Topics: Topic 5: Managing Marketing Information to Gain Customer Insights Topic 6: Consumer Markets and Buyer Behavior Topic 7: Business Markets and Business Buyer Behavior Topic 8: Customer Value-Driven Marketing Strategy Assessments: Assignment#2



	Quiz#1
Module 3	Topics: Topic 9: Products, Services, and Brands Topic 10: Developing New Products and Managing the Product Life Cycle Topic 11: Pricing: Understanding and Capturing Customer Value Topic 12: Pricing Strategies: Additional Considerations Assessments: Assignment#3 Midterm Exam
Module 4	Topics: Topic 13: Marketing Channels: Delivering Customer Value Topic 14: Retailing and Wholesaling Topic 15: Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy Topic 16: Advertising and Public Relations Assessments: Assignment#4 Quiz#2
Module 5	Topics: Topic 17: Personal Selling and Sales Promotion Topic 18: Direct, Online, Social Media, and Mobile Marketing Topic 19: Creating Competitive Advantage Topic 20: The Global Marketplace Assessments: Final Paper

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 (e.g., 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.

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



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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.