



MKT 221 Marketing Fundamentals and Techniques

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course is a comprehensive course that delves into the fundamental concepts and strategies that drive successful marketing practices. The course explores the intricate relationships between marketing organizations and final consumers, with a primary emphasis on production-distribution channels and value chains. Students will gain a profound understanding of the dynamic interactions and influences that shape the contemporary business landscape. Topics include market segmentation strategies, market planning, product decisions, new product development and more.

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

1. Explore the process of market segmentation and targeting to identify and understand specific consumer groups and their needs;
2. Investigate factors influencing consumer behavior and analyze how consumers respond to various marketing decisions;
3. Examine the product development process and the importance of effective branding in creating value for consumers;
4. Understand the role of distribution channels and value chains in marketing, and evaluate their effectiveness in reaching and serving target markets.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
3 Quizzes	30 Points
2 Projects	20 Points
Midterm Exam	20 Points
Final Exam	30 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:

Philip Kotler; Gary Armstrong; Sridhar Balasubramanian, *Principles of Marketing*, 19th Edition, Pearson, 2024.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Marketing Creating Customer Value and Engagement Topic 2: Market Segmentation Topic 3: Segmenting Consumer Markets Topic 4: Geographic Segmentation</p> <p>Assessments: Quiz#1</p>



Module 2	Topics: Topic 5: Developing Strategies for Growth and Downsizing Topic 6: Marketing Planning Topic 7: Marketing Implementation Topic 8: Product Decisions and Social Responsibility Assessments: Quiz#2
Module 3	Topics: Topic 9: New Product Development Strategy Topic 10: The New Product Development Process Topic 11: Branding Strategy: Building Strong Brands Topic 12: Co-branding Assessments: Midterm Exam Project#1
Module 4	Topics: Topic 13: Marketing Channels Delivering Customer Value Topic 14: Disrupting Traditional Distribution Channels Topic 15: Promotional Pricing Topic 16: Advertising and Sales Promotion Assessments: Project#2
Module 5	Topics: Topic 17: Major Pricing Strategies Topic 18: Internal Databases Topic 19: Marketing Research Topic 20: Sampling Plan Assessments: Final Exam Quiz#3

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.

DISABILITY ACCOMMODATION



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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.