



Minzu University of China
MKET 200 Principles of Marketing
Summer 2020

Basic Information

Class hours: Monday through Thursday, 2 hours each day
Discussion: Friday, 1 hour (60 minutes)
Review Section: Saturday, 1 hour (60 minutes)
Office Hour: 2 hours (According to professors' teaching plan)
Field trip: According to professors' teaching plan
Credit: 4
Total contact hours: 60 (50 minutes each)
Instructor: Paul A. Tiffany

Course Description

This course MKET 200, Principles of Marketing, concerns the means by which organizations develop strategies to understand their customers, create products and services desired by those customers, and then make decisions regarding pricing, distribution, and the communication to the market (via advertising/promotion) for their product/service offerings.

This offering of MKET 200 will be highly participatory, relying on class discussion of assigned readings from the text. Students must be willing and ready to engage in classroom discussion of the subject matter if they expect to pass the course. In addition, a mid-term and final examination, small group presentations, and short (one page) weekly quiz on textbook materials will be required of all students (see details on grading below).

Textbook

The assigned text: Philip Kotler and Gary Armstrong, *Principles of Marketing*, 17th Edition (Pearson-Prentice Hall, 2017).



TEXT BOOK CHAPTERS: Chapter 1: *Marketing: Creating and Capturing Customer Value*; Chapter 2: *Company and Marketing Strategy: Partnering to Build Customer Relationships*; Chapter 3: *Analyzing the Marketing Environment*; Chapter 4: *Managing Marketing Information to Gain Customer Insights*; Chapter 5: *Consumer Markets and Consumer Buyer Behavior*; Chapter 6: *Business Markets and Business Buyer Behavior*; Chapter 7: *Customer-Driven Marketing Strategy: Creating Value for Target Customers*; Chapter 8: *Products, Services, and Brands: Building Customer Value*; Chapter 9: *New-Product Development and Product Life-Cycle Strategies*; Chapter 10: *Pricing: Understanding and Capturing Customer Value*; Chapter 11: *Pricing Strategies: Additional Considerations*; Chapter 12: *Marketing Channels: Delivering Customer Value*; Chapter 13: *Retailing and Wholesaling*; Chapter 14: *Communicating Customer Value: Integrated Marketing Communications Strategy*; Chapter 15: *Advertising and Public Relations*; Chapter 16: *Personal Selling and Sales Promotion*; Chapter 17: *Direct, Digital, Mobile and Social Media: Building Direct Customer Relationship*; Chapter 18: *Creating Competitive Advantage*; Chapter 19: *The Global Marketplace*; Chapter 20: *Sustainable Marketing: Social Responsibility and Ethics*.



Course Schedule

Week 1:

Introduction to the course: Defining Marketing and the Marketing Process
Kotler & Armstrong text, chapters 1-2

Week 2:

Understanding the Marketplace and Consumers
Kotler and Armstrong text, chapters 3-6

Week 3:

Designing a Customer Driven Strategy and Mix (I)
Kotler and Armstrong text, chapters 7-11
Mid-Term Exam

Week 4:

Designing a Customer Driven Strategy and Mix (II)
Kotler and Armstrong text, chapters 12-17

Week 5:

Extending Marketing
Kotler and Armstrong text, chapters 18-20 Course Review
Final Examination

Grading

The following weights will determine the student's final grade for this course:

<i>Mid-Term Examination:</i>	30%
<i>Final Examination:</i>	30%
<i>Short One-Page Quiz Papers (3):</i>	15%
<i>Class Attendance and Participation:</i>	15%
<i>Small-Group In-Class Case Presentation:</i>	10%

Grading Standard

A+ 97-100; A 94-96; A- 90-93;
B+ 87-89; B 84-86; B- 80-83;
C+ 77-79; C 74-76; C- 70-73;
D+ 67-69; D 64-66; D- 60-63; F < 60

Homework, Class Attendance, and Participation

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (15% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion.

It is important that you read the assigned readings as background information on the issue/topic *before* each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

Please note the following: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and



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assignments that are missed. Students must submit a one- page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 20% of this course) will be *grounds for failure in MKET 200*. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions....

Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to “open” a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand**. Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments “safe?”
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

Examinations

An in-class mid-term examination and an in-class final examination will be administered in this course. Details of content, exam format, etc. will be announced in class well before the examination dates.

One-page Written Papers

Each student must submit a one-page written quiz paper; three will be required, in weeks 2-3- 4, each on a given question (drawn from a set of alternatives) provided by the instructor.

Small Group “Key Issue” Presentation

Students will be assigned to a small group and each of these groups will make an in-class presentation of an issue relevant to the course content. There will be one presentation each week, and each student will participate in only one group. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.



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Academic Integrity

The student code of ethics for Minzu University of China will be in force throughout the course, and all students are expected to comply with its provisions. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details of the code of ethics.