

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2018 Fall (September 3, 2018 - January 4, 2019)
<b><u>Course Name</u></b>	Marketing
<b><u>Course Code</u></b>	MAG314
<b><u>Course Type</u></b>	<input type="checkbox"/> General Education(Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input checked="" type="checkbox"/> Basic Disciplinary Course
<b><u>Course Credits</u></b>	3
<b><u>Course Hours</u></b>	51
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Tom Spencer
<b><u>Contact Information</u></b>	Office: C204 Tele: (010)83951085 Email: <a href="mailto:thomas@cueb.edu.cn">thomas@cueb.edu.cn</a>

**Office Hour** T/W/TH 10:00-12:00  
**Learning Centre** T: 18:00—20:00; F:10:00-12:00

<b><u>Class</u></b>	<b><u>Grade/Section</u></b>	<b><u>Location</u></b>	<b><u>Time</u></b>
	2016IT (Y04)	5#111	T 15:40-17:30, TH 8:00-8:50
	2016CFA&FISC (Y05)	5#210	T 13:30-15:20, TH 9:00-9:50

#### **Textbook**

Kotler/Armstrong, Principles of Marketing, 15/e, Global Edition

#### **Course Description**

This course in marketing introduces you to the essentials of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic and connected environment.

#### **Student Learning Objectives**

1. To introduce students marketing strategy and the elements of marketing analysis: customer analysis, company analysis, and competitor analysis
2. To familiarize students with the elements of the marketing mix (product, pricing, promoting and distribution strategies)
3. To enhance students' problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions while providing a comprehensive framework to evaluate marketing decisions and create successful marketing initiatives
4. To expand students' knowledge of the marketing industry while increasing awareness of the strategic and tactical decisions behind today's top performing brands

## Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then real cases and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignments.

## Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the content of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, and problems. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the content that has been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class.
Homework	15%	Most of the assigned homework is taken from the exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. These performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below.
<b>Total</b>	<b>100%</b>	

## Detailed Grade Computation

	BeforeMidterm	AfterMidterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Midterm test	20%	
Final exam		20%
<b>Total</b>	<b>40%</b>	<b>60%</b>

## **Grading Policy**

A+ 97-100 A 93-96 A- 90-92 B+ 87-89 B 83-86 B- 80-82  
C+ 75-79 C 70-74 C- 67-69 D+ 63-66 D 62-60 F 0-59

## **Exam Schedule**

Midterm Test: November 5-9, 2018;

Final Exam: January 7-11, 2019

## **Assessment of Student Performance**

### ***Self-Study and Reading ability Practice***

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

### ***Homework***

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

### ***Attendance***

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ◆ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly.  
but students are welcome to continue attending classes.
- ◆ An incomplete grade (I) will be considered in case of medical or family emergencies.

### ***Participation***

- ◆ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ◆ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ◆ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ◆ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.

♦All above behaviors will be solely evaluated by the instructor for scoring.

### *Textbook*

Students must bring the textbook to class.

### **Topical Course Outline**

Week	Date	Topics	Homework
1	Two hours	<ul style="list-style-type: none"> <li>● Syllabus</li> <li>● Part 1 Defining Marketing and the Marketing Process: Chapter one &amp; chapter two</li> </ul> <ol style="list-style-type: none"> <li>1. Understand what is marketing</li> <li>2. Some basic marketing concept</li> </ol>	
	One hour	<ol style="list-style-type: none"> <li>3. Understand 4Ps</li> <li>4. Customer relationship</li> </ol>	
2	Two hours	<ul style="list-style-type: none"> <li>● Part 2 Understanding the Marketplace and Consumers: chapter three</li> </ul> <ol style="list-style-type: none"> <li>1. The Microenvironment</li> <li>2. The Macro environment</li> <li>3. The natural environment</li> <li>4. The technological environment</li> </ol>	
	One hour	<ol style="list-style-type: none"> <li>5. The political and social environment</li> <li>6. The cultural environment</li> <li>7. The responding environment</li> </ol>	PEST analysis of a selected company
3	Two hours	<ul style="list-style-type: none"> <li>● Part 2: chapter four</li> </ul> <ol style="list-style-type: none"> <li>1. Marketing information and customer insights</li> <li>2. Assessing marketing information needs</li> <li>3. Developing marketing information</li> <li>4. Marketing research</li> </ol>	
	One hour	<ol style="list-style-type: none"> <li>5. Analyzing and using marketing information</li> <li>6. Other marketing information considerations</li> </ol>	
4	Two hours	<ul style="list-style-type: none"> <li>● Part 2: chapter five</li> </ul> <ol style="list-style-type: none"> <li>1. Mode of consumer behavior</li> <li>2. Characteristics affecting consumer behavior</li> <li>3. Types of buying decision behavior</li> </ol>	---
	One hour	<ol style="list-style-type: none"> <li>4. The buyer decision process</li> <li>5. The buyer decision process for new products</li> </ol>	---
5	Two hours	— (National Day Holiday)	---
	One hour	— (National Day Holiday)	---
6	Two hours	<ul style="list-style-type: none"> <li>● Part 3 Designing a Customer-Driven Strategy and Mix: chapter seven</li> </ul> <ol style="list-style-type: none"> <li>1. Customer-driven marketing strategy</li> <li>2. Market segmentation</li> <li>3. Market targeting</li> </ol>	---
	One hour	<ol style="list-style-type: none"> <li>4. Differentiation and positioning</li> </ol> <ul style="list-style-type: none"> <li>● Group discussion</li> </ul>	---
7	Two hours	<ul style="list-style-type: none"> <li>● Part three: chapter eight</li> </ul> <ol style="list-style-type: none"> <li>1. What is a product</li> </ol>	---

		2. Product and service decisions 3. Services marketing	
	One hour	4. Branding strategy: building strong brands	---
8	Two hours	● Part three: chapter nine 1. New product development process 2. The new product development process 3. Managing new product development	---
	One hour	4. Product life-cycle strategies 5. Additional product and service considerations	---
9	Two hours	● Part 3: chapter 10 & chapter 11 1. What is price 2. Major pricing strategies 3. New product pricing strategies	Investigation on price in supermarkets
	One hour	4. Product mix pricing strategies 5. Price adjustment strategies	
10	Two hours	● <b>Midterm Test</b> ● Part 3: chapter 11 6. Price changes	---
	One hour	● Part 3: chapter 12 1. Supply chains and the value delivery network 2. The nature and importance of marketing channels 3. Channel design decision 4. Channel management	---
11	Two hours	● Part 3: chapter 14 1. The promotion mix 2. Integrated marketing communications 3. A view of the communication process	---
	One hour	4. Steps in developing effective marketing communication 5. Setting the total promotion budget and mix	---
12	Two hours	● Part 3: chapter 15 & chapter 16 1. Advertising 2. Developing a advertising program 3. Public relations	Analysis on several advertising
	One hour	4. Personal selling 5. Managing sales force	---
13	Two hours	● Part 3: chapter 17 1. The new direct marketing model 2. Growth and benefits of direct marketing 3. Customer databases and direct marketing 4. Forms of direct marketing	---
	One hour	5. Online marketing 6. Setting up an online marketing presence 7. Public policy issues in direct marketing	---
14	Two hours	● Comparison between 4Ps & 7Ps 1. Explanation of 4P 2. Case to analysis of 4P	---
	One hour	3. Compare 4Ps and 7Ps	---

15	Two hours	Case study of 4Ps Case study of 7Ps	---
	One hour	Case study of 4Ps and 7Ps	---
16	Two hours	Group discussion	---
	One hour	In class activity (case analysis)	---
17	Two hours	Presentation I (3-4 groups)	---
	One hour	Presentation II (2-3 groups)	---
18	Two hours	Final Review	---
	Jan. 1	— (New Year's Day Holiday)	---

*Note: Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.  
A review in Chinese may be held during L.C. and O.H. in the semester.*

### **Teacher's Office Hour**

- ♦The instructor's office hour is shown in the front of the office door.
- ♦Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦The time can be scheduled by instructors or students, or both.

### **Cheating and Plagiarism**

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### **Important Dates**

Fall Semester, 2018	August 31, 2018— January 13, 2019
Aug. 31	Registration
Sep.3	Classes Begin
Sep.7 - 20	Freshmen's Military Training
Sep.24	Classes Begin (Freshmen)
Sep.24	Mid-Autumn Festival (tentative)
Oct.1 - 5	National Day Holiday (tentative)
Oct. 29 -Nov. 2	Mid-term Test
Jan.1, 2019	New Year's Day Holiday (tentative)
Jan.2-11	Final Exam Period
Jan.14	Winter Vacation Begins

*Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

**Instructor:**

**Department Head:**

