

**TIANJIN NORNAL UNIVERSITY
SCHOOL OF MANAGEMENT**

INTRODUCTION TO MARKETING

Lecture Venues(temporary)

Lecture Theatre A208

Times(temporary)

Lectures:

A whole semester, 51 hours classroom sessions and guest lectures.

Tutorials:

Tutorials start in Week 2 and conclude in week 18.

In order to pass the course students are required to attend classroom sessions and guest lectures actively and regularly. Class attendance is mandatory. If for some reason a student cannot attend, please inform either the instructor or department secretary beforehand.

Lecturer

Dr. Wei Room 208 Qiuzhi Building

Department secretary

Ms. Wang

Credits

Successful completion of the course, including classroom sessions, classroom assignments, guest lectures, individual and group exercises, project assignment and written examination, earns the student 3 credit units (ECTS).

Aim

Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, successful marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. The course covers the following topics: understanding consumer and corporate behaviour, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities.

Learning outcomes

Successful completion of this course should result in these outcomes:

1. have acquired an overall working knowledge and understanding of some of the basic theories, concepts and principles of the marketing discipline and the approaches and tools used by marketing decision makers;
2. be able to identify various internal and external factors that influence the marketing function of the firm in today's fast changing environment;
3. be able to understand the importance of customer orientation and how an integrated application of marketing tools can foster profitable exchanges with target customers;
4. have developed intellectual skills, particularly the ability to think critically; evaluate key theories and compare and contrast them;
5. have developed analytical skills and demonstrated the use of those skills in analysing real life problems, making decisions with respect to various marketing situations; and
6. have developed the ability to work with other people and effectively communicate with them; and organize individual and group work to meet deadlines.

Readings(temporary)

Basic reading:

Kotler P., Adam S., Denize, S. and Armstrong G. (2009) Principles of Marketing, 4th Edition, Sydney, Pearson/Prentice Hall.

Other recommended texts:

Pride W., Rundle Thiele S., Waller D., Elliott G., Paladino A., Ferrell O. (2007) Marketing: Asia Pacific Edition, John Wiley & Sons, Brisbane.

Individual work

Students are required to read assigned material beforehand, and then discuss the content with the instructor and fellow students. During the course, every student is requested to do presentations in pairs in class as well as to keep a marketing diary individually. Students should prepare a project paper (essay) in groups of four using the marketing diary as empirical material. The aim of the project paper is to analyse why marketing planning of a company is good or bad, respectively (see separate instruction).

To pass the course students need to read assigned material before every classroom session and do the individual and team marketing diary assignments and take part in classroom assignments and discussions actively. The willingness and ability to participate in classroom discussions as well as the interaction with the group have a decisive impact on the final grade.

In conclusion, the course consists of five elements: 1. Classroom discussions, 2. Guest lecturers, 3. Oral assignment (book chapter analysis and presentation), 4. Written assignment (individual marketing diary analysis and team project paper and 5. Written examination.

Assessment

The attendance stands for 10%, the Book Chapter Presentation stands for 20%, the case analysis accounts for 20% and the written examination stands for 50% of the basic grade. In addition, participation in classroom discussions and assignments that may be related to them influences – in a favourable or unfavourable way – the final grade. This impact on the final grade may be substantial.

Requirements

The antecedent course of Principles of Management is required for students.

LECTURE TOPICS(temporary)

- 1. Introduction Marketing Overview**
- 2. Marketing Environment**
- 3. Marketing Environment**
- 4. Information & Research**
- 5. Consumer Markets and Business Markets**
- 6. Consumer Markets and Business Markets**
- 7. Segmentation, Targeting and Positioning**
- 8. Segmentation, Targeting and Positioning**
- 9. New and Existing Products**
- 10. New and Existing Products**
- 11. Pricing**
- 12. Pricing**
- 13. Placement**
- 14. Placement**
- 15. IMC**
- 16. IMC**
- 17. New Markets; Direct, online Marketing**

18. Issues and Review