

MKT1003 PRINCIPLES OF MARKETING (for Business Students)

Lecturer : Assoc Prof Ang Swee Hoon (Mochtar Riady Building #8-17)

COURSE DESCRIPTION

Welcome to the fascinating world of Marketing! Marketing is exciting and alive. Have you ever wondered why there are so many shampoo brands in the market? Do you know that many of these shampoo brands are manufactured and sold by the same company? Have you ever wondered why supermarkets are also selling their own brands of products, from eggs to cooking oil to toilet paper? Come and join us in a discovery journey to learn the answers to these questions and more. Regardless of whether you will major in marketing, this introductory course serves to primarily equip you with the basic concepts and tools in marketing and learn to apply them in the business world. At the end of the course, you will be able to understand the what, why, who, how, and where of marketing.

COURSE OBJECTIVES

This first course in Marketing aims to accomplish the following:

1. acquaint students with basic marketing principles,
2. expose students to applications of marketing principles in the real world, and
3. give students the opportunity to solve marketing problems faced by real companies.

REQUIRED TEXT

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, and Oliver Yau (2011), *Principles of Marketing: An Asian Perspective*, 3rd edition, Pearson Education.

LEARNING METHODS

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lectures, videos, hands-on exercises, and case discussions.

You will attend a three-hour seminar every week. In addition, you will be requested to serve as participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing. In addition, you will be helping honors year and doctoral students majoring in Marketing complete their research projects on time.

YOUR RESPONSIBILITY

You are strongly encouraged to read the assigned text chapters, notes, articles and related news that are made available to you and do as much self-instructional learning before attending the seminar. To help you get the most out of this course, the lecturer will enhance your learning experience by showing you how the concepts are applied or can be applied in the real world. Thus, do not expect the lecturer to cover all the materials in the text chapter and in the chapter notes during the seminar. You are expected to read and learn these portions on your own. The professor will highlight and explain the more difficult concepts during seminars and help you understand how these can be integrated into the larger marketing framework.

Actively participating in the seminar is another effective way of learning Marketing. Part of the seminar is packed with activities that supplement the materials covered. Be an active learner – that’s the only way you can effectively learn and enjoy Marketing!

COURSE WEBSITE

All course materials will be uploaded on the course website on IVLE (<http://ivle.nus.edu.sg>). Locate the course website either by its code (MKT1003) or by the coordinator’s name (ANG Swee Hoon).

CLARIFICATIONS/QUERIES

If you have queries regarding understanding of the concepts, check the lecture notes and textbook first. If upon self checking, you still are unable to quite understand the concept, then ask your professor during the seminar or during her consultation hours.

EVALUATION METHODS (tentative)

Your course grade will be based on the following:

Subject Pool Participation	10%
Group Case Assignment – Written & Content only	15%
Marketing Project or Case Competition	20%
Individual Class Participation	30%
Case or Competition Presentation (10%)	
Discussive Participation (20%)	
Quiz	25%
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	100%
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ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

Lecture & Tutorial Schedule

Week	Lecture Topics	Seminar Activities
1	Course Introduction Introduction to Marketing	-
2	The Marketing Environment	Individual Assignment 1
3	Marketing Intelligence Consumer Buying Behavior	Individual Assignment 2
4	Consumer Buying Behavior	Individual Assignment 3
5	Segmenting, Targeting, & Positioning	Individual Assignment 4
6	Segmenting, Targeting, & Positioning	--
7	Creating & Managing the Product (I)	Individual Assignment 5 Group Case 1
8	Creating and Managing the Product (II) Distribution	E-learning Week
9	Pricing	Individual Assignment 6 Group Case 2
10	Integrated Marketing Communications	Group Case 3
11	Integrated Marketing Communications	Group Case 4 Group Case 5
12	Project Presentation	Group Project (Groups 1 to 3)
13	Project Presentation Quiz Review	Group Project (Groups 4 to 5)