



MKT 2110: Introduction to Marketing

2023 Summer Session	
Total Class Sessions: 25 Class Sessions Per Week: 5 Total Weeks: 5 Class Session Length (Minutes): 145 Credit Hours: 4	Instructor: Staff Classroom: TBA Office Hours: TBA Language: English

Course Description:

This course provides an introduction to marketing. Students will learn about the fundamental principles of marketing. Topics include: marketing orientation, marketing-mix, relationship marketing, service logic, customer behavior, and customer brand management. Students will develop an understanding of the marketing issues in real world situations and learn to create and implement basic marketing plans.

Course Materials:

Marketing: An Introduction,

Gary Armstrong, Philip Kotler, 13th edition.

Course Format and Requirements:

The course format includes both lectures and discussion. Lectures will reinforce and expand upon material found in the text. Discussions and in-class activities are designed to foster active learning to bring new perspectives to course material. Students are expected to read the text and assigned materials.

It is important to attend each class as exams will cover all materials taught in class, including those not in the textbook. Each student is responsible for knowing information of any changes in class meeting, exam procedure, material coverage, etc.

Course Assignments:

Quizzes:

Throughout the semester, students will have seven in-class quizzes. The formats include multiple choices and True/False. Two lowest grades of the semester will be dropped. Quizzes cannot be made up. Please be sure to bring a calculator.

Exams:

This course will have two non-cumulative midterm exams, covering the material discussed in class and the assigned readings. The final exam will be cumulative. There will NOT be make-up midterm exams. ALL EXAMS are close-book.

If you feel strongly that your grade on some test is unfair, you have the right to appeal. You must submit a written note to instructor clearly stating the problem within two weeks in which grades for that exam are posted.

**Individual Case Study Project:**

Selected marketing problems encountered by real firms will be the topics for individual case study. In case study for this course, students will focus on identifying the marketing problems, introducing marketing concepts and strategy, and applying them to recommend an action as a solution to the marketing problem. There is no "right" or "wrong" answer to a case, but usually some are better than others.

Required deliverables for the individual case study project includes:

- An individual in-class presentation
- A printed report submitted to the instructor

GROUP MARKETING PROJECT:

A group of 3-4 students have to give a 7- 8 minute presentation. The presentation will consist of analyzing a company (or a brand) with respect to their marketing strategy related to your group's assigned topic. Your presentation should cover points like:

- Marketing strategies the company use
- Why using this strategy?
- Is this strategy effective?
- What other strategies could be used?

Course Assessment:

Quizzes	10%
Individual Case Study Project	10%
Group Marketing Project	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Total	100%

Grading Scale (percentage):

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-100	93-97	90-92	88-89	83-87	80-82	78-79	73-77	70-72	68-69	63-67	60-62	<60

Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.



Special Needs or Assistance:

Please contact the 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. Our goal is to help you learn, not to penalize you for issues which mask your learning.

Course Schedule:

Class 1:

Introduction

Syllabus

What is marketing?

Marketing Customers

Class 2:

What is marketing:

The Concept of Value

The Marketing Environment

Introduction on Individual Project

Class 3:

Marketing & Corporate Strategies

Marketing Math

Class 4:

Quiz 1

Marketing Math (Conti.)

Strategic Planning

Class 5:

Sustainable Marketing

Organizational Buyer Behavior

Class 6:

Organizational Buyer Behavior (Conti.)

Overview of Market Research Process

Class 7:

Quiz 2

Customer Segmentation Strategy

Managing Marketing Information

Introduction on Group Project



Class 8:
Managing Marketing Information (Conti.)
Managing Products & Services

Class 9:
Midterm Exam 1

Class 10:
Consumer Behavior
In-class discussion on Individual Project

Class 11:
Quiz 3
Consumer Buyer Behavior
Organizational Buyer Behavior

Class 12:
Segmentation, Targeting, and Positioning
Individual Project Report Due

Class 13:
Quiz 4
Segmentation, Targeting, and Positioning (Conti.)
Individual Project Presentation

Class 14:
Products and Services
Individual Project Presentation

Class 15:
Brand Strategy
Individual Project Presentation

Class 16:
Quiz 5
Brand Strategy (Cont.)
Pricing
In-class discussion on Group Project

Class 17:
Pricing (Cont.)



The Pricing Decision

Class 18:
Midterm Exam 2

Class 19:
Marketing Channels
Distribution Channels

Class 20:
Distribution Channels

Class 21:
Quiz 6
Integrated Marketing Communication

Class 22:
Integrated Marketing Communication (Cont.)
Group Project Presentation Outline Due

Class 23:
Quiz 7
Direct and Online Marketing
Group Project Presentation

Class 24:
Future of Marketing
Group Project Presentation

Class 25:
Wrap-up;
Review for final
Group Project Presentation

Final Exam (Cumulative): TBA