



MKT 3120: Basic Marketing Management

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 is designed for all business background students, introducing contemporary principles and practices for marketing management in a firm. In fast-changing and more complicated market place, rapid and meaningful response to consumer need is critical for companies' marketing management strategy formulation. Under a customer-value framework, this course will discuss the following topics including: marketing process, marketing information management, marketing strategy and mix (STP and 4P), and other relationship marketing. Upon completion, Students are expected to develop an understanding of marketing issues in real world situations and will learn to create and implement basic marketing plans in the perspective of a marketing manager.

Course Materials:

Textbook:

Principles of Marketing, 17th Edition, by Kotler and Armstrong, Pearson, 2018

Recommended materials:

Students are recommended to read latest cases regarding marketing management in periodicals, such as Bloomberg.com, Wall Street Journal, Financial Times, The Economist, etc.

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.

Attendance:

Students are supposed to be presented at all class sessions. Notifications about absence reasons to the instructor should be done in advance if students are not able to attend classes. Students will be allowed a one-time pass for an emergency absence. Other than that, one time of absence



would result in More than three absences will result in the failure of the course. Active participation in all classroom activities is also very important for students to achieve success in this course.

Course Assignments:

6 Quizzes:

The formats include multiple choices and True/False. Quizzes cannot be made up. Please be sure to bring a calculator.

Exams(2 midterms+Final):

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.

Group Marketing 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.

Written Case Study Report:

1.This is an individual task. The case study gives you the opportunity to apply what you are learning to complex problems taken from actual business situations. You can do analysis with excel as the analysis tool.

2.The word count is around 1500-2000.

Course Assessment:

6 Quizzes	10%
Group Marketing Presentation	10%
Written Case Study Report	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:

Week	Topics	Assignments
Week 1 (Class 1-5)	<p>Go through syllabus, Course Introduction (The Importance of Marketing Management, Contemporary Issues and Development)</p> <p>Defining Marketing and the marketing process Chapter 1: Marketing: Creating Customer Value and Engagement Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships</p> <p>Understand the Market Place and Consumer Value Chapter 3: Analyzing the Marketing Environment Chapter 4: Managing Marketing Information to Gain Customer Insights</p>	<p>Quiz 1</p> <p>Quiz 2</p> <p>Forming Group Members</p>
Week 2 (Class 6-10)	<p>Understand the Market Place and Consumer Value Chapter 5: Consumer Markets and Buyer Behavior Chapter 6: Business Markets and Business Buyer Behavior</p> <p>Designing a Customer Value-Driven Strategy and Mix Chapter 7: Customer Value-Driven Marketing Strategy: Creating Value for Target Customers Chapter 8: Products, Services, and Brands: Building Customer Value</p>	<p>Quiz 3</p> <p>Group Presentation Distribution and Topic Decision</p> <p>Midterm 1</p>



	Chapter 9: Developing New Products and Managing the Product Life Cycle	
Week 3 (Class 10-15)	Designing a Customer Value-Driven Strategy and Mix Chapter 9: Developing New Products and Managing the Product Life Cycle (Continue) 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	Quiz 4 Case Study Written Report Distribution and Topic Decision
Week 4 (Class 16-20)	Designing a Customer Value-Driven Strategy and Mix Chapter 14: Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy Chapter 15: Advertising and Public Relations Chapter 16: Personal Selling and Sales Promotion Chapter 17: Direct, Online, Social Media, and Mobile Marketing	Quiz 5 Midterm 2
Week 5 (Class 20-25)	Extending Marketing Chapter 18: Creating Competitive Advantage Chapter 19: The Global Marketplace Chapter 20: Sustainable Marketing: Social Responsibility and Ethics Review for Final Exam	Group Presentation Written Report Delivery Final Exam