



COURSE INFORMATION	
<p>Course Title:</p> <p>MKT 200 Principles of Marketing</p>	<p>Semester:</p> <p>July Session, 2020</p>
<p>CLASS HOURS: Monday through Friday, 180 minutes each day, for three weeks. At the end of each week, there will be a one-hour discussion session; the instructor will also be available by appointment.</p> <p>Discussion Section : One hour each week.</p> <p>Field Trip: None</p>	<p>CREDITS(s): 3</p>
OVERVIEW	
<p>Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands as part of their daily lives. Marketing theories will be explored through inclass lectures, field research, case study, writing and student presentation. Students will understand the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. At the same time, students are able to discuss fundamental marketing information within an innovative customer-value framework and understand how to create value and gain loyal customers.</p>	
LEARNING OUTCOME	
<p>After successfully completing this course you should be able to:</p> <ul style="list-style-type: none"> • Recognize the social responsibility and ethics as an organization • Create customer value by understanding the market and consumer behavior • Understand marketing mix in different contexts • Identify current marketing environment and trend, and develop marketing strategies and plans in the market 	
LEARNING RESOURCES	
<p>Textbooks:</p> <p>Principles of marketing, Philip Kotler and Gary Armstrong, 5th Edition, ISBN:9787302464976</p>	

Disclaimer: Course schedule is subject to change and you will be responsible for abiding by any such changes.



WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Analyzing the marketing environment; Trends of the global marketplace;	Chapter 3 and 19
	2	Defining marketing and the marketing process	Chapter 1 and 2
	3	Managing marketing information to gain customer insights and create customer value	Chapter 4 and 7
	4	Building customer value	Chapter 8
	5	Exam 1	
2	1	Marketing Mix and Cases: 4Ps, 4Cs, New 4Cs, 4Rs, 6I's	Chapter 9,10 ,11 and 16
	2	Marketing channels: Direct and online marketing	Chapter 12, 13and 17
	3	Consumer markets and consumer buyer behavior	Chapter 5
	4	Communicating customer value	Chapter 14
	5	Midterm Exam	
3	1	Business markets and business buyer behavior	Chapter 6
	2	Creating competitive advantages	Chapter 18
	3	Analyzing cases: business model and marketing strategy	Lecture notes
	4	Sustainable marketing: Social responsibility and ethics	Chapter 20
	5	Final Exam	
ASSESSMENT			
Assessment Task			Weighting
Attendance and Participation			10%
Homework Assignments			30%
Exam 1			15%
Midterm			15%
Final Exam (Team Presentation)			30%
Total			100%

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DETAILS ON GRADE COMPONENTS

Attendance, Participation, and Homework

Students are strongly encouraged to participate during class and participation grade will be affected accordingly. Students are expected to attend each class and unexcused absence may result in a lower grade and students. If a student must miss a class due to personal/family emergencies, students will contact the instructor immediately.

There will be at least 3 homework assignments in this class and it could be inclass or take home assignments. Students are allowed to discuss with their classmates, but all works still need to be original.

Group Project and Presentation:

Students will be divided into small groups and each group will make an inclass presentation with a case that is given by the instructor. Expectations of the presentations (e.g., length, format) will be provided by the instructor in the beginning of the class.

Examinations:

There will be three weekly tests including mid-term and final examination. Students are expected to review and practice before each exam. No makeup exams will be made unless the student can give a reasonable explanation.

Course Grading:

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Mark
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.

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CLASSROOM ETHICS & COURSE POLICIES

Being respectful of others' opinions, values and culture

Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

Academic misconduct

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.

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