

Course Syllabus

MK 201 Principle of Marketing

Number of Credits: 3 credits

Course Description:

A study of concepts and theories related to marketing and value creation for customers. Principal topics include marketing strategic formulation, consumer research, core marketing strategies (segmentation, targeting and positioning), and essential marketing activities to add value to the brand. This course provides perspectives fundamental to the marketing foundation for which marketing strategies are formed.

Course Objectives:

This course is designed for students who wish to conduct marketing activities in the future for organizations. Given full participation in the course students will:

1. gain an understanding of the marketing function in today's dynamic global business environment;
2. develop an appreciation and knowledge of how and when to implement marketing strategies;
3. show an understanding of how customers' responses to marketing affect people's lives and their culture;
4. possess a good foundation for further studies in marketing

Required Textbook:

Principles of Marketing (2017) Philip Kotler and Gary Armstrong, 17th Edition, Pearson Prentice Hall *or any other version*.

Course Outline:

Session	Topics
1	Introduction to marketing
2	Consumer behavior
3	The market environment
4	Segmentation, targeting and positioning
5	Qualitative market research

6	Digital marketing
7	Consumer insight: Presentation I
-	Midterm examination
8	Product & service strategy - I
9	Product & service strategy - II
10	Pricing strategy - I
11	Pricing strategy - II
12	Distribution channels - I
13	Distribution channels - II
14	Integrated marketing communication - I
15	Integrated marketing communication - II
-	Final examination

*A make-up class is to be arranged upon in-class discussion.

Participation and Discussion

Class participation provides students with the opportunity to share their ideas and analyses with their classmates. Students are **NOT** expected to have the “right” answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute *regularly* to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.