**NATIONAL UNIVERSITY OF SINGAPORE**

**NUS BUSINESS SCHOOL**

**DEPARTMENT OF MARKETING**

**MKT1705X / MKT1003X PRINCIPLES OF MARKETING (for non-Business students)**

**Semester 2, AY2020/21 (January 2021)**

**Course Coordinator: Regina Yeo**

# 

## Tutorials will begin in the 3rd week of the semester. Each tutorial is designed to help you understand and apply the concepts covered in the lectures in the previous week(s). It is your responsibility to be prepared for each tutorial. You need to submit ONE individual assignment which your tutor will allocate to you.

## For other tutorials that you are not assigned, you have to come prepared to class with your answers for participation purposes. You do not need to submit a report for these tutorials.As each tutorial consists of several activities, the tutor may not have time to go through all of them with the class. Nevertheless, you should attempt all activities as they are designed to help you apply your knowledge to real life examples faced by marketing executives.

Your tutor will grade your IA and group report (a letter grade is given) and return your IA and report with comments/feedback.

**Individual Assignment (20%)**

There are 3 questions for each assignment. You do not have to spend equal effort across the 3 questions. For example, Q2 and Q3 may require a longer answer than Q1.

## The report should be typewritten (1.5 line spacing, Times New Roman/Calibri 12, margin 2.5cm all around, maximum 3 pages (inclusive of in-text citations but exclude appendices and references pages). Use APA referencing format.

You will need to submit and upload your Individual Assignment (on the day of your IA tutorial lesson before the start of class) to LumiNUS. Refer to the course schedule for the respective deadlines.

## Please adhere to the submission deadline for your IA, which follows your odd/even tutorial class schedule. If you submit late and within 24 hours from the start time of your tutorial class, there is a penalty of 50% of marks deducted. Submissions thereafter will carry no marks.

When you submit and upload your answers to LumiNUS, your IA will go through a Turnitin software that will check for plagiarism. NUS take plagiarism seriously and students found plagiarising will be heavily penalised or sent for disciplinary actions.

Please do NOT copy nor plagiarise your answers from another student or copying from your readings and/or external sources. You are expected to write your answers in your own words. Ensure that you apply proper referencing format in your assignment.

When attempting the questions, you are advised to read beyond the textbook and research widely. Please organise your writing process to ensure critical thinking and writing when attempting the individual assignment. You are expected to cite your sources and adopt a proper referencing format (APA or end notes) to avoid plagiarism. Failure to reference and format adequately will lead to a penalty of marks.

Refer to the Purdue University’s Online Writing Lab (Purdue OWL) which is an excellent resource for referencing format (<https://owl.english.purdue.edu/)>.

**Tutorial Discussion (ALL): The Marketing of Value**

# *For this assignment, everyone is to take part in the discussion. No report needs to be handed in. This is a “trial” for everyone to get a flavor of how marketing questions are to be answered.*

1. What is marketing and what is(are) its primary goal(s)? What do you understand by:

(a) product marketing, (b) services marketing, (c) society marketing, (d) celebrity or personality marketing, (e) idea marketing and (f) destination marketing. Give examples to support what you mean.

1. Compare and contrast customer needs, wants and demands. Which of the following is a need, want and demand?
2. It is midnight and married couple, Jack and Jill could not sleep. They decided to go for supper and have *prata* and *teh tarik* at their favourite prata stall at Arab Street.
3. A young refugee boy decided to steal some food from a hawker at the local market because he has not eaten for 2 days.
4. When Apple launched its iPad Pro 2020, the company started taking orders for the US$999 smartphone at midnight of the launch date, ahead of the device shipping out to customers and retail stores at the end of next week. Just 10 minutes after it first became available, customers placing orders were told they would have to wait as much as four more weeks to receive the device — a sign that initial stock had been rapidly exhausted[[1]](#footnote-1).

**Individual Assignment 1 : Marketing & CRM**

1. In your opinion, discuss how can Marketing be relevant in the industry that you are possibly likely to join when you graduate. (If you are uncertain which industry, select a preferred industry). Give examples and evidence to support.
2. For over 160 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. With the rise of emails and online shopping, SingPost realises that it cannot depend on regular snail mail delivery and the selling of stamps or paying of bills at its postal branches.

In order for the business to survive and in the face of competition from other logistic/courier companies, SingPost has to take the lead in end-to-end integrated and digital mail solutions, in addition to providing last mile delivery services.

Develop a SWOT analysis for SingPost to reflect its current market situation in the Singapore economy.

1. Using the market-product grid as a framework, discuss Singapore Post’s business expansion plans in terms of (a) market penetration, (b) market development, (c) product development and (d) diversification.

**Individual Assignment 2 : Market Environment & Insights**

1. In your opinion, discuss how can Marketing be relevant in the industry that you are possibly likely to join when you graduate. (If you are uncertain which industry, select a preferred industry). Give examples and evidence to support.
2. Evaluate the macro environmental factors that are currently affecting SingPost.
3. Assume you are in a managerial role of SingPost. You are tasked to conduct a market research to find out the public’s views and attitudes towards SingPost as a service provider.

Prepare a market research plan that describes how you would conduct the market research\* using the following to guide you: define the problem, research objectives, sample size and research methods (or approach). You are not required to conduct a market research nor survey.

(\*You are at liberty to decide on what research problem and research objectives you want to focus on but do make your intentions clear and focused.)

**Individual Assignment 3 : Consumer Behaviour & Segmenting, Targeting & Positioning**

1. In your opinion, discuss how can Marketing be relevant in the industry that you are possibly likely to join when you graduate. (If you are uncertain which industry, select a preferred industry). Give examples and evidence to support.
2. There are 2 popular fast food restaurants in Singapore: McDonalds and Subway. Identify and briefly describe 2 key customer segments each for McDonalds and Subway.
3. Compare McDonalds and Subway. What do you think are the points-of-parity and points-of-difference between McDonalds and Subway? Are their differentiation relevant to Singaporeans? Do you think it makes a difference to the customers? Why or why not?

**Individual Assignment 4 : Product, Services & Branding**

1. In your opinion, discuss how can Marketing be relevant in the industry that you are possibly likely to join when you graduate. (If you are uncertain which industry, select a preferred industry). Give examples and evidence to support.
2. Visit a McDonalds’ outlet in Singapore. Identify the store visited and cite the day, date and time of visit. From what you understand about product mix width and product line length, discuss where its product categories lie in the width-length matrix. What is your assessment of product consistency for McDonalds?
3. Discuss the four characteristics of services that marketers must consider when designing services marketing programs for a medical/dental clinic – you can use a polyclinic or general practitioner clinic or the University Health Centre for reference. Use examples to support your discussion points raised.

**Individual Assignment 5 : Pricing & Place**

1. In your opinion, discuss how can Marketing be relevant in the industry that you are possibly likely to join when you graduate. (If you are uncertain which industry, select a preferred industry). Give examples and evidence to support.
2. Pricing is based on customer perceptions of value and costs in addition to other internal factors. Explain psychological pricing and product bundling, dynmamic pricing strategies, and and discuss the conditions under which each is appropriate. Give examples of brands to support and illustrate key points raised.
3. Compare and contrast the three distribution strategies (intensive, exclusive & selective) of brands of grocery or supermarket retailing in Singapore. Evaluate the effectiveness of each distribution strategy to the denim brand. Give examples to support and illustrate key points raised.

**Group Assignment (25%)**

This group project aims to help students to :

* be aware (and tuned in) to the market environments and changing lifestyle behaviour
* growing importance and awareness of embedding sustainability in the marketing strategy
* understand the importance of constantly seeking opportunities to capitalise on those trends in order to stay competitive and relevant
* apply relevant marketing concepts to the selected company based on the industry and company’s challenges and constraints

Depending on class size, there will be up to 5 groups in the class. Your tutor will form your groups, assign the company to each group and decide on the presentation schedule dates for your group.

The 5 companies listed here aim to embed sustainability (which includes the environmental & societal issues) in their business strategies and operations.

* Group 1: IKEA
* Group 2: LUSH
* Group 3: Starbucks
* Group 4: Timberland
* Group 5: Uniqlo

Collect secondary data (library and web research) and examine the following:

1. Provide a brief overview of the company assigned.
2. Identify and discuss the key macro-environmental factors which influence the market that your brand is in.
3. Analyse the impact on the environment and how it affects the brand’s ethos and efforts towards their sustainability efforts as part of the product marketing.
4. Analyse the customers and segments in the relevant market and their buying behaviours.
5. Analyse the marketing strategy and marketing program (4Ps) of assigned brand and provide your evaluation of the marketing strategy and program.
6. Provide recommendations and suggestions for improvements – focusing on Promotions – on how the assigned brand can promote to its target customers in its efforts to be a sustainable brand.

Other requirements

*Report*

* The report should be typewritten (1.5 line spacing, Times New Roman/Calibri 12, margin 2.5cm all round, maximum 12 pages (inclusive of in-text citations but excluding appendices and references pages). Use APA referencing format.
* Include the names and matriculation numbers of all group members.
* Upload the final report onto the Group Project workbin (in LumiNUS) in Tutorial 4. Your tutor will advise. When you submit and upload your answers to LumiNUS, your group report will go through a Turnitin software that will check for plagiarism. NUS take plagiarism seriously and students found plagiarising will be heavily penalised or sent for disciplinary actions.
* Please do NOT copy nor plagiarise your answers from another student/report or copying from your readings. You are expected to write the report in your own words. Ensure that you apply proper referencing in your assignment. NUS takes a very serious view on plagiarism. Students found plagiarising will be heavily penalised.

*Presentation*

* Each group has to give a presentation of maximum 20 minutes (excludes Q&A) for their presentation during tutorial session. Please adhere to the time limit as your tutor will stop the team once it reaches the 20-minute mark. All students need to present.
* Upload your slide deck onto the Group Project workbin (in LumiNUS) in Tutorial 4. Ensure the names of all group members are clearly identified.
* Presentations will take place in Tutorial 4 and Tutorial 5.

Advice regarding group project

* Please note that, when attempting the final group projects, it is a concerted effort of ALL team members. It is NOT a collection of individual members’ attempts to a specific question and then combined to form the group report.
* Please ensure there is team effort and you need to help give ideas and proof read each other’s work. You will learn better that way. A good team effort will enhance the learning process and the quality of your final project and presentation.
* The group project covers all key Marketing concepts. As you work on the final report and presentation, you are also revising marketing concepts as you refer to concepts taught in lecture, tutorials and textbook. Use this time to give yourself a head start to exam preparation.

**Cover Page for Individual Assignment \_\_\_\_\_**

**MKT1705X/MT1003X Principles of Marketing (for non-Business students)**

**Semester 2, AY2020/21 (January – April 2021)**

|  |  |  |
| --- | --- | --- |
| Name : | Matric Number: | Tutorial Group : |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Unacceptable**  **D / F** | **Acceptable**  **C/C+** | **Good**  **B/B+** | **Exemplary**  **A-/A/A+** | **Score** |
| **Quality of content & development of ideas**   * addresses IA qns * connections between issues identified and the strategic Marketing concepts covered * application of relevant marketing concepts clarity of explanations | (this constitutes 80 marks) | | | |  |
| **Critical thinking and writing**   * good analytical skills * able to bring in realistic, relevant, constructive, creative and insightful viewpoints to the IA |  |
| **Structure & Organisation**   * organized and logical development of ideas * overall structure | (this constitutes 10 marks) | | | |  |
| **Readings & References**   * relevance and extensiveness of research * proper referencing format | (this constitutes 10 marks) | | | |  |
| **Total (100 marks)** |  | | | |  |

**Cover Page for Group Project**

**MKT1705X / MKT1003X Principles of Marketing (for non-Business students)**

**Semester 2, AY 2020/21 (January – April 2021)**

|  |  |  |
| --- | --- | --- |
|  | Members | Members |
| Name  Matric # |  |  |
| Name  Matric # |  |  |
| Name  Matric # |  |  |
| Name  Matric # |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Unacceptable**  **D / F** | **Acceptable**  **C/C+** | **Good**  **B/B+** | **Exemplary**  **A-/A/A+** | **Score** |
| Quality and depth of analysis covered in points (a) to (d) and key issues arising from the analysis **(30 marks)** |  | | | |  |
| Quality of analysis and evaluation of the marketing strategy and program of the assigned brand in point (e) **(20 marks)** |  | | | |  |
| Quality, creativity & relevance of recommendations covered in point (f)  **(20 marks)** |  | | | |  |
| Professionalism of written report formatting, referencing and writing **(10 marks)** |  | | | |  |
| Project oral presentation – teamwork, and creative and impactful delivery of materials as a team (**20 marks)** |  | | | |  |
| **Total (100 marks)** |  | | | |  |

1. <https://www.ft.com/content/11385c32-babb-11e7-8c12-5661783e5589> [↑](#footnote-ref-1)