**National UNIVERSITY OF SINGAPORE**

**NUS BUSINESS SCHOOL**

**DEPARTMENT OF MARKETING**

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

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

**Course Coordinator: Regina Yeo**

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| **Course coordinator** | Regina Yeo | [bizyblr@nus.edu.sg](mailto:bizyblr@nus.edu.sg) |
| **Tutors** | Ms Canley Yong  Ms Elizabeth Xie | [bizymei@nus.edu.sg](mailto:bizymei@nus.edu.sg)  [bizxliz@nus.edu.sg](mailto:bizxliz@nus.edu.sg) |
| **Subject pool administrator** | Ms Wang Kim Fong | [mktwkf@nus.edu.sg](mailto:mktwkf@nus.edu.sg) |
| **Tutorial Registration or Tutorial Swapping** | Contact the NUS BBA Office for this or refer to the link here | <http://www.nus.edu.sg/ModReg/> |

**Course Description**

This course aims to introduce students to the principles of marketing. You will learn about basic concepts and tools in marketing, and how to apply them in the working world. You will understand the role of marketing and its importance to how it relates to the overall organisational functioning.

Students are encouraged to engage in active and constructive class participation so as to enrich the learning experience.

**Course Objectives**

The course aims to :

* Introduce students to basic marketing principles
* Develop students’ understanding and application of marketing principles in businesses in Asia and the rest of the world
* Consider ethical and corporate social responsibility in business practices
* Give students the opportunity to reflect on marketing problems faced by real companies in Asia and the rest of the world
* Develop students’ critical thinking and analytical skills in the assignments and class discussions

**Required Text**

Philip Kotler, Gary Armstrong, Swee Hoon Ang, and Chin Tiong Tan (2017), *Principles of Marketing: An Asian Perspective*, 4th edition, Pearson Education.

**Assessment Criteria**

Your course grade will be based on the following:

Subject Pool Participation 10%

Class Participation 10%

Individual Assignment 20%

Group Project 25%

Mid-Term Test 10%

Final Test 25%

100%

**Learning Methods**

You will learn by reading, listening, watching, thinking, applying, writing and participating. You will be exposed to a combination of lectures, videos, hands-on exercises, and case discussions.

You will:

* attend a two-hour online lecture every week (Monday 10am – 12nn)
* attend two-hour online tutorial every fortnight, which follows an odd/even week schedule
* serve as subject pool participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing.

# **Lesson Enquiries**

# Please email your tutors if you have questions regarding the content in the textbook, lecture materials, or tutorial cases/assignments.

**Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is ‘the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard**. In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

**MKT1705X/ MKT1003X Principles of Marketing (Non-Business Students)**

**Semester 1, AY 2020/21 (August – November 2020) LESSON PLAN**

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| **Week** | **Week Commencing** | **Lecture Topics** | **Tutorial Activities** |
| 1 | Monday  11 January  10am-12nn | Course Introduction  Introduction to Marketing  Read: Chapters 1 & 2 | No Tutorial |
| 2 | 18 Jan | Marketing Environment  Market Insights  Read: Chapters 3 & 4 | No Tutorial |
| 3 | 25 Jan | Consumer Buying Behaviour  Read: Chapter 5  Subject Pool registration starts on Friday 29 January 2021, 12nn | **Tutorial 1A**  Tutorials for Odd Week groups only (those tutorial groups starting with odd numbers)   * Getting to know you * Tutors will assign your group, individual assignments and group case   **Tutorial Discussion - All**  (all to participate as part of class discussion; no hardcopy needed for submission) |
| 4 | 1 February | Segmenting, Targeting, & Positioning  Read: Chapter 7  Subject pool studies period:  Mon 1 Feb – Fri 26 Mar 2021 | **Tutorial 1B**  Tutorials for Even Week groups only (those tutorial groups starting with even numbers)   * Getting to know you * Tutors will assign your group, individual assignments and group case   **Tutorial Discussion - All**  (all to participate as part of class discussion; no hardcopy needed for submission) |
| 5 | 8 Feb | Product & Branding  Read: Chapters 8 & 9 | **Tutorial 2A**  Tutorials for Odd Week groups only  **Individual Assignment 1 :**  Market Environment  **Individual Assignment 2 :**  Market Information |
| 6 | 15 Feb | New-Product Development  Product Life Cycle Strategies  Services  Read: Chapters 8 & 9  **Mid-term test topics: L1 – L4**  [Will be held during the lecture time slot. Attendance is compulsory for this mid-term test as no make-up test will be rescheduled for those who miss it.More details provided at later date.] | **Tutorial 2B**  Tutorials for Even Week groups only  **Individual Assignment 1:**  Marketing Environment  **Individual Assignment 2:**  Market Information |
|  |  | **Recess Week : 22 – 28 February 2021** | |
| 7 | 1 March | Pricing the Product  Read: Chapters 10 & 11 | **Tutorial 3A**  Tutorials for Odd Week groups only  **Individual Assignment 3 :**  CB & STP  **Individual Assignment 4 :**  Product, Services & Branding  **Individual Assignment 5 :**  Pricing & Place |
| 8 | 8 Mar | Distribution  Read: Chapters 12 | **Tutorial 3B**  Tutorials for Even Week groups only  **Individual Assignment 3 :**  CB & STP  **Individual Assignment 4 :**  Product, Services & Branding  **Individual Assignment 5 :**  Pricing & Place |

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| 9 | 15 Mar | Integrated Marketing Communications & Advertising  Read: Chapter 14 | **Tutorial 4A**  Tutorials for Odd Week groups only  **Group Presentations I** |
| 10 | 22 Mar | PR, Personal Selling, Sales Promotion and Direct & Online Marketing  Read: Chapters 15, 16 & 17  Subject Pool studies end on Friday 26 March 2021 | **Tutorial 4B**  Tutorials for Even Week groups only  **Group Presentations I** |
| 11 | 29 Mar | Sustainable Marketing | **Tutorial 5A**  Tutorials for Odd Week groups only  **Group Presentations II** |
| 12 | 5 April | Putting it all together | **Tutorial 5B**  Tutorials for Even Week groups only  **Group Presentations II** |
| 13 | 12 Apr | **Final Test**  **Final test topics: L5 – L11**  [Will be held during the lecture time slot. Attendance is compulsory for final test as no make-up test will be rescheduled for those who miss it**.** More details provided at later date] | **Tutorial 6A**  Tutorials for Odd Week Groups only   * Last tutorial * Tutors return outstanding assignments & cases * Review & wrap |
| 14 | 19 Apr |  | **Tutorial 6B**  Tutorials for Even Week Groups only   * Last tutorial * Tutors return outstanding assignments & cases * Review & wrap |

**Subject Pool Participation (10%)**

Students taking this course participate in various market research projects conducted by the professors, and doctoral and honours year students.

You need to commit 3 hours during the semester for subject pool participation. Once you fulfil the 3 hours requirement, you will receive full marks for this component.

We will pro-rate the marks for students who serve less than the required number of hours. Each study is conducted in blocks of 30 minutes (e.g., half hour study, one-hour study). Some studies are conducted in instalments (eg in parts 1 and 2). These studies will require you to attend several sessions that are conducted over a span of a few weeks. You will be given credit for the study only if you attend the sessions.

**For subject pool enquiries, email Ms Wang Kim Fong** at[**mktwkf@nus.edu.sg**](mailto:mktwkf@nus.edu.sg)(tel: 6516 3463).Details on the subject pool facility and registration will be available for download from **Friday 29 January 2021** from the following website: <https://nus-bizmkt.sona-systems.com>

**Individual Class Participation (10%)**

For the class participation assessment component, students are assessed on your class attendance AND active & constructive class participation. Regular attendance during tutorials and clarification questions do not constitute as participation. **Students need to value-add to each other’s learning experience during the online lessons.**

Class participation can range from 0 to 10.

A respectful, educated and constructive participation during online tutorials is essential for a positive learning journey.

**Mid-Term and Final Test (Total: 35%)**

There is a mid-term and final test. Details of the mid-term and final test will be communicated to students at a later date.

**Individual Assignment (20%)**

During the first tutorial, all students need to attempt the tutorial questions for discussion in class. It will help give you an idea how marketing questions are answered. NO submission is needed for the first tutorial. Your tutor will also allocate **one assignment** that you have to submit individually later in the semester.

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

Penalty for late submissions: Late submissions within 24 hours from the start time of your tutorial lesson will have 50% of the marks deducted; late submissions 24 hours from after the start time of your tutorial lesson will result in zero marks.

For the other tutorials for which you do not need to submit any copies, you will be collectively participating by the class.

Each written assignment should follow the following format:

* 1.5 line spacing
* Times Roman or Calibri 12
* 2.5cm border margin throughout
* Not more than 3 pages, inclusive of tables, figures and appendices (but excluding cover page and references)

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.

You will be graded both on content as well as critical writing & analysis. You will also need to demonstrate convincing arguments and clear thought processing.

Your tutor will return your assignment during the following tutorial with comments. A grade will be given ranging from F to A+. This grade, as with all other grades, is a tentative guide of your performance as all grades will be moderated at the end of the course.

**Group Assignment (25%)**

Depending on class size, there will be up to 5 groups in a class. Each group needs to:

* Submit and upload a report at the start of the Tutorial 4 class
* Conduct a presentation that is maximum 20 minutes (excludes Q&A). Please do not exceed the time limit as your tutor will stop the presentation once it reaches the 20- minute mark. Your group’s presentation will take place either in Tutorial 4 or 5.

All group members must present. Students who fail to present will be penalized. Barring peer evaluation feedback, all group members will receive the same marks.

A hardcopy of the report should be submitted on the day of presentation at the beginning of the Tutorial 4 class. **Late submissions of one day (within 24 hours from the start time of your tutorial lesson) will have 50% of the marks deducted; late submissions after 24 hours from start time of tutorial lesson will have zero marks.**

All reports should follow the following format:

* 1.5 line spacing
* Times Roman or Calibri 12
* 2.5cm border margin throughout
* Not more than 12 pages, inclusive of tables, figures and appendices (but excluding cover page & references)
* Double-sided printing

Please ensure that you apply proper referencing in your assignment.

Feedback regarding your group’s performance on the group project will come in two ways. First, during and immediately after the presentation, your tutor may comment on your presentation. Such feedback should be taken constructively for your improvement. Second, your tutor will return your group report with comments as well as an evaluation guide the following tutorial.

The criteria for group project evaluation are:

* Analytical reasoning
* Feasibility of recommendations, if applicable
* Articulation and conviction of ideas
* Organization of ideas in the writing & presentation process

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 or copying from your readings and/or external sources. You are expected to write the report in your own words. Ensure that you apply proper referencing in your assignment.