



Hunan University MKT 21: Introduction to Marketing

Professor: To be announced
Total contact hours: 54 hours
Credit: 4

Course Description

The purpose of this course is to introduce the student to the marketing of goods and services in a global economy. This course is designed to familiarize you with most of the activities and strategies employed by marketers. The student will acquire a conceptual base for understanding the role of marketing in a business environment. The course will explore the major components of the marketing mix, including pricing, product, distribution, advertising, sales retailing and wholesaling. Other elements of the marketing plan will be studied so that the student gains an understanding of the critical role marketing plays in the firm.

Required Textbook

Principles of Marketing, Philip Kotler and Gary Armstrong, 14th Edition, Prentice-Hall

Grading

- 3 Quizzes 10% each
- Assignments 20%
- Midterm 20%
- Final Exam 30%
- Total 100%

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

Assignment

All homework assignments must be submitted prior to the due date. **Late assignments are not accepted.**



Students are encouraged to study in groups: it will make studies productive and fun. However, remember: all assignments must be submitted individually.

Course Schedule

The course has 24 class sessions in total. All sessions are 2 hours and 15 minutes in length. Note: the course outline and required readings are subject to change.

Class 1

Introduction to course, policies, procedures, review of Syllabus

Marketing: Creating & Capturing Customer Value

Reading: Ch. 1

Class 2

Company & Marketing Strategy

Reading: Ch. 2

Class 3

Analyzing the Marketing Environment

Reading: Ch. 3

Class 4

Managing Marketing Information

Reading: Ch. 4

Class 5

Consumer Markets & Consumer Buyer Behavior

Reading: Ch. 5

Class 6

Business Markets and Business Buyer Behavior

Reading: Ch. 6

Class 7

Business Markets and Business Buyer Behavior (Cont.)

Reading: Ch. 6

Class 8

Customer-Drive Marketing Strategy Segmentation, Targeting & Positioning

Reading: Ch. 7

Class 9

Market Segmentation, Competitive Advantage

Reading: Ch. 7 & Ch. 8



Class 10

Product, Services, Brands

Reading: Ch. 8

Quiz 1

Class 11

New Product Development

Reading: Ch. 9

Class 12 Pricing

Reading: Ch. 10

Class 13

Pricing: Strategies

Reading: Ch. 11

Class 14

Marketing Channels

Reading: Ch. 12

Class 15 Review

Midterm Exam

Class 16

Retailing & Wholesaling

Reading: Ch. 13

Class 17

Communicating Customer Value

Reading: Ch. 14

Class 18

Advertising & Public Relations

Reading: Ch. 15

Quiz 2

Class 19

Personal Selling & Sales Promotion

Reading: Ch. 16

Class 20

Direct and Online Marketing

Reading: Ch. 17



Class 21
Creating Competitive Advantage
Reading: Ch. 18

Class 22
The Global Marketplace
Reading: Ch. 19

Class 23
Marketing Ethics & Social Responsibility
Reading: Ch. 20
Quiz 3

Class 24
Final Exam

Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on "Late Withdrawals"

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

Academic Honesty

Hunan University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;



- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

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.