

**NATIONAL UNIVERSITY OF SINGAPORE**  
**NUS Business School**  
**Department of Marketing**

**MKT1003 Principles of Marketing**

**Course Coordinator:** Assoc Prof. LAU Geok Theng  
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**Session:** Semester I, 2014/2015

**Course Objectives**

This is an introductory course in marketing. It seeks to acquaint participants with an understanding of the principles, concepts, theories and techniques in marketing.

It also attempts to provide participants with opportunities to make simple applications of these marketing principles, concepts, theories and techniques through exercises, case studies and projects.

**Text**

Roger A Kerin, Geok theng Lau, Steven W Hartley, and William Rudelius, *Marketing in Asia*, 2<sup>nd</sup> Edition, McGraw-Hill Irwin, 2012.

**Schedule**

<b>Week</b>	<b>Topic</b>	<b>Assignments</b>
1	Introduction to the Course Introduction to Marketing	Chapter 1
2	Marketing Planning Process	Chapters 2 & 22 Appendix A – Chapter 2
3	Environmental Analysis Competitor Analysis	Chapter 3
4	Consumer Buying Behaviour	Chapter 5
5	Business Buying Behaviour Marketing Research	Chapters 6, 8
6	Segmentation, Targeting and Positioning	Chapter 9

7	Product and Service Strategy and Decisions	Chapters 10, 11 & 12
8	Pricing Strategy and Decisions	Chapters 13, 14
9	Placing Strategy and Decisions	Chapters 15, 16, 21
10	Marketing Communications Strategy and Decisions	Chapters 17, 18, 19
11	Personal Selling and Sales Management Ethics in Marketing	Chapters 20, 4
12	Project Presentation	Group Assignment (Groups 1 to 5)
13	Project Presentation	Group Assignment (Groups 6 to 10)

### **Course Assessment**

Subject Pool - 10%

Class Participation – 30%

Individual Assignment - 15%

Group Assignment - 20%

Test/Exam - 25%