

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

MKT1003 Principles of Marketing

Course Coordinator: Assoc Prof. LAU Geok Theng
Office: Biz 1 Mochtar Riady Building #08-10
Tel: 6516-3179
Email: geoktheng@nus.edu.sg

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 2nd Edition*, McGraw-Hill Irwin, 2012.

Schedule

Week	Topic	Reading Assignments	Tutorial Assignments
1	Introduction to the Course. Introduction to Marketing	Chapter 1	None
2	Marketing Planning Process	Chapters 2, 22	None
3	Environmental Analysis Competitor Analysis	Chapter 3	Tutorial 1 (Week 3 or 4)
4	Consumer Buying Behaviour	Chapters 5	
5	Business Buying Behaviour Marketing Research	Chapters 6, 8	Tutorial 2 (Week 5 or 6)

6	Marketing Research (cont'd) Segmentation, Targeting and Positioning	Chapters 8, 9	Individual Assignment One
7	Product and Service Strategy and Decisions	Chapters 10, 11	Tutorial 3 (Week 7 or 8) Individual
8	Product and Service Strategy and Decisions (cont'd)	Chapters 11, 12	Assignment Two Group Presentation One
9	Pricing Strategy and Decisions	Chapters 13, 14	Tutorial 4 (Week 9 or 10)
10	Placing Strategy and Decisions	Chapters 15, 17	Individual Assignments Three & Four Group Presentations Two & Three
11	Marketing Communications Strategy and Decisions	Chapters 18, 19	Tutorial 5 (Week 11 or 12)
12	Marketing Communications Strategy and Decisions (cont'd) Personal Selling and Sales Management	Chapters 18, 19 & 20	Individual Assignments Five & Six Group Presentations Four & Five Group Assignment Report Due
13	Implementation and Control Ethics in Marketing	Chapters 21, 4	Revision
14	Reading Week – No lectures		

Course Assessment

Tutorial Attendance and Participation - 10%

Subject Pool - 10%

Individual Assignment - 15%

Group Assignment - 15%

Final Examination - 50%