

MKT1003X Principles of Marketing

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Session: **Semester I, 2016/2017**

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. This is done mainly through reading of text and articles and watching of videos.

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

Text

Roger A Kerin, Geok Theng Lau, Steven W Hartley, and William Rudelius, *Marketing in Asia 3rd Edition*, McGraw-Hill Irwin, 2015.

Schedule

Week	Topic	Reading Assignments	Tutorial Assignments
1	Introduction to the Course. Introduction to Marketing	Chapter 1	Tutorial 1 (Week 3 or 4)
2	Marketing Planning Process	Chapters 2, 22	
3	Marketing Environment	Chapter 3	Tutorial 2 (Week 5 or 6)
4	Consumer Buying Behaviour	Chapters 5	
5	Marketing Research & Forecasting	Chapters 8	Tutorial 3 (Week 7 or 8)
6	Segmentation, Targeting and Positioning	Chapters 8, 9	
7	Product and Branding	Chapters 10, 11	Tutorial 4 (Week 9 or 10)
8	Product Life Cycle and Services	Chapters 11, 12	

9	Pricing	Chapters 13, 14	Tutorial 5 (Week 11 or 12)
10	Marketing Communications and Advertising	Chapters 18, 19	
11	Sales Promotion, Public Relations and Social Media	Chapters 19, 20	
12	Distribution and Channels	Chapters 15, 17, 21	
13	Personal Selling and Marketing Implementation	Chapters 20, 22	
14	Reading Week – No lectures		

Course Assessment

Tutorial Attendance and Participation - 10%

Subject Pool - 10%

Individual Assignment - 15%

Group Assignment - 15%

Final Examination (Closed Book) - 50%

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>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>