

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT1003 Principles of Marketing

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Session: Semester II, 2015/2016

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 texts 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 examine related issues through exercises, case studies and projects.

Text

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

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/>

Schedule

Week	Topic	Assignments
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%