

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT1003X PRINCIPLES OF MARKETING (for Non-Business Students)

Lecturer : Assoc Prof Ang Swee Hoon (Mochtar Riady Building #8-17)

COURSE DESCRIPTION

Welcome to the fascinating world of Marketing! Marketing is exciting and alive. Have you ever wondered why there are so many shampoo brands in the market? Do you know that Toast Box, Breadtalk and Food Republic belong to the same company? Have you ever wondered why Charles & Keith and Pedro shops are usually located close to each other? Or why some people follow Kim Kardashian and others do not? Did Justin Beiber help the sales of Calvin Klein as its endorser?

Come and join us to discover the answers to these questions and more. Regardless of whether you will major in marketing, this introductory course serves to primarily equip you with the basic concepts and tools in marketing and learn to apply them in the business world. At the end of the course, you will be able to understand the what, why, who, how, and where of marketing.

COURSE OBJECTIVES

This first course in Marketing aims to accomplish the following:

1. acquaint students with basic marketing principles,
2. expose students to applications of marketing principles in the real world, and
3. give students the opportunity to solve marketing problems faced by real companies.

REQUIRED TEXT

Philip Kotler, Gary Armstrong, Swee Hoon Ang, and Chin Tiong Tan (2017), *Principles of Marketing: An Asian Perspective*, 4th edition, Pearson Education.

LEARNING METHODS

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lectures, videos, hands-on exercises, and case discussions.

You will attend a two-hour lecture every week (choose one lecture group from the three lecture groups that are available) and a two-hour tutorial every fortnight. In addition, you will be requested to serve as participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing. In addition, you will be helping honors year and doctoral students majoring in Marketing complete their research projects on time.

YOUR RESPONSIBILITY

You are strongly encouraged to read the assigned text chapters, notes, articles and related news that are made available to you and do as much self-instructional learning before attending the lectures. To help you get the most out of this course, the lecturer will enhance your learning experience by showing you how the concepts are applied or can be applied in the real world. Thus, do not expect the lecturer to cover all the materials in the text chapter and in the chapter notes during the lecture. You are expected to read and learn these portions on your own. The lecturer will highlight and explain the more difficult concepts during lectures and help you understand how these can be integrated into the larger marketing framework.

Actively participating in tutorials is another effective way of learning Marketing. Each tutorial is packed with activities that supplement the materials covered in the lectures. Be an active learner – that's the only way you can effectively learn and enjoy Marketing!

Importantly, note that switching of tutorials is not allowed. You have to attend the tutorial class assigned to you.

COURSE WEB SITE

All course materials will be uploaded on the course website on IVLE (<http://ivle.nus.edu.sg>). Locate the course website either by its code (MKT1003X) or by the coordinator's name (ANG Swee Hoon).

CLARIFICATIONS/QUERIES

If you have queries regarding understanding of the concepts, check the lecture notes and textbook first. If upon self checking, you still are unable to quite understand the concept, then ask your tutor during the tutorial or during their consultation hours. Or, email them. Your tutors are the best source of advice and clarification. You email me only when you still need clarification after seeking your tutor's assistance.

EVALUATION METHODS

Your course grade will be based on the following:

Subject Pool Participation or Project	10%
Group Case Assignment	20%
Individual Assignment	10%
Individual Class Participation	10%
Final Examination	50%
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	100%
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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/>

TENTATIVE LECTURE & TUTORIAL SCHEDULE

Week	Lecture Topics	Tutorial Activities
1	Course Introduction Introduction to Marketing	No Tutorial
2	The Marketing Environment	No Tutorial
3	Marketing Intelligence	Tutorials for Odd Week groups only
4	Consumer Buying Behavior	Tutorials for Even Week groups only
5	Consumer Buying Behavior Segmenting, Targeting, & Positioning	Tutorials for Odd Week groups only
6	Segmenting, Targeting, & Positioning (cont'd)	Tutorials for Even Week groups only
7	Creating & Managing the Product	Tutorials for Odd Week groups only
8	New-Product Development & Product Life Cycle Strategies	Tutorials for Even Week groups only
9	Pricing the Product	Tutorials for Odd Week groups only
10	Distribution	Tutorials for Even Week groups only
11	Integrated Marketing Communications	Tutorials for Odd Week groups only
12	Integrated Marketing Communications Direct Marketing & Online Marketing	Tutorials for Even Week groups only
13	Last Lecture – Review	Tutorials for Odd Week Groups only
14		Tutorials for Even Week Groups only