



四川大學  
SICHUAN UNIVERSITY

## Principles of Marketing

<b>Course Number:</b>	MKT 201	<b>Term:</b>	Summer, 2021
<b>Instructor:</b>	TBA	<b>Email:</b>	
<b>Contact Hours:</b>	48	<b>Meeting Times:</b>	TBA
<b>Credits:</b>	3.0		

---

### Course Description:

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. This is a foundational marketing course that includes the study of decisions related to the exchange process, and managing the marketing mix of new product, price, advertising and distribution decisions. The course also studies how firms must coordinate these different elements of the marketing mix to ensure that all marketing activities collectively forge a coherent marketing strategy. Students will learn how individual and organizational consumers make decisions, how to segment markets, to estimate the economic value of customers to the firm, and how to manage relationships with sales force and distribution partners.

### Learning Objectives:

Upon successful completion of this course, students will be prepared to:

1. Explain basic marketing concepts
2. Analyze marketing strategies
3. Propose an appropriate marketing mix for an authentic project
4. Present marketing analysis

**Required Textbook and Course Materials:**

Text: Essentials of Marketing  
Author: Perreault, Cannon and McCarthy  
Edition: 15th or later  
ISBN: 978-0077861049

**Language of Instruction:**

This course is taught entirely in English, including lectures, assignments and exams. Teaching assistants will be fluent in both English and Mandarin.

**Course Prerequisites:**

None

---

**University Policies****Class Format**

In Person. Course activities, discussions, assignments and resources will be made available at the start of and during the course

**Attendance, Participation and Deliverables**

Courses are very intensive and in order to be successful, students need to attend every class. Attendance is required for all lectures and class activities. Class participation is expected from every student and form a significant portion of the final course grade

All course deliverables (assignments and exams) are due on time as assigned. This course does not allow late or make-up assignments or exams, except for verified medical emergencies. If you miss an exam/assignment due to a non-excused absence, your score on that exam/assignment will be zero.

## Academic Dishonesty

All cases of academic dishonesty will be diligently pursued. Academic dishonesty includes representing the work of another as one's own work or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing or attempting such activity. The penalty is automatic failure of the course and possible suspension from the university.

## Grading Scale

Student grades will be determined using the following grading scale:

Grading Scale (%)

97 - 100	A+	77 - 79	C+
93 - 96	A	73 - 76	C
90 - 92	A-	70 - 72	C-
87 - 89	B+	67 - 69	D+
83 - 86	B	63 - 66	D
80 - 82	B-	60 - 62	D-
		0 - 59	F

---

## Professor- and Course-Specific Policies (*Tentative*)

### Homework

Assignments will be listed at the beginning of the course. The purpose is to prepare you for the exams. The homework is a very important part of the course. No matter how well you think you understand the material presented in class, you won't really learn it until you do the problems.

### Exams

No make-ups will be given after the exam. The use of the textbook or any other written reference is not allowed during the exams. The purpose of the exams is to test your understanding of key concepts from the course lectures and materials.

**Grade Components:**

Midterm	25%
Final Exam	25%
Attendance	15%
Class Participation	15%
Marketing Plan Group Presentation	20%
<b>Total</b>	<b>100%</b>

---

**Course Schedule (*Tentative*)**

Module	Topics
1	<ul style="list-style-type: none"><li>• Introduction</li><li>• Marketing's Value to Consumers, Firms, and Society</li><li>• Marketing Strategy Planning</li><li>• Evaluating Opportunities in the Changing Market Environment</li></ul>
2	<ul style="list-style-type: none"><li>• Consumers and Their Buying Behavior</li><li>• Focusing Marketing Strategy with Segmentation and Positioning</li><li>• Improving Decisions with Marketing Information</li></ul>
3	<ul style="list-style-type: none"><li>• Elements of Product Planning for Goods and Services</li><li>• Product Management and New-Product Development</li><li>• Pricing Objectives and Policies</li></ul>
4	<ul style="list-style-type: none"><li>• Price Setting in the Business World</li><li>• Place and Development of Channel Systems</li><li>• Distribution Customer Service and Logistics</li><li>• Promotion: Integrated Marketing Communications, Sales Promotions</li></ul>
5	<ul style="list-style-type: none"><li>• Advertising</li><li>• Personal Selling</li><li>• Publicity: Promotion Using Earned Media, Owned Media, and Social Media</li><li>• Ethics in Marketing</li></ul>