



# FENG CHIA UNIVERSITY

## Principles of Marketing

TBA, Summer 2019 (May 13 - Jun. 14)

Lecturer: TBA

E-mail: TBA

Time: Monday through Friday

Contact hours: 60 (50 minutes each)

Credits: 4

Office hours: 2 hours (according to the teaching schedule)

### Course Description

This course provides an opportunity for student to discover the realities of modern marketing in contemporary situations, emphasizing the functional approaches; understanding the competitive environment: Knowledge required in evaluating markets effectively and adjusting to the rapid changes in the global managerial world.

### Required Textbook

*Principles of Marketing*, 15th Edition, Kotler & Armstrong, ISBN = 0133084043  
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### Course Hours

The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

### Course Learning Objectives

**Terminology** - Students should learn to understand and use the language and terminology used in academia regarding modern marketing. In addition to the language, students will learn various marketing concepts that are helpful in managing and developing marketing plans. To some extent, students learn to apply those concepts.

**Theory** - Students should learn various marketing concepts and theories. By the end of this course, students will know how to identify retailing trends, communicating via marketing channels, Pricing strategies and the concepts of creating value for organization products and services. In some cases students learn how to apply concepts discussed.

**Attitude** - Students should finish the course with a realistic attitude towards marketing and creating value. For example, students may find out that business use marketing techniques and that these techniques are not inherently unethical. On the other hand, the course will not try to convince students that firms that use integrating marketing techniques are great humanitarian or democratic institutions, either. Thus, this course is meant to shape the attitudes of students towards business marketing.

**Teamwork** - Students should have the opportunity to work in teams and gain experience in teamwork and cooperation. Most businesses now manage their work using teams and this course will set students on the right track to learning about teamwork. When students search for a job, most employers will ask about teamwork experiences. This course will provide in-class team exposure.

**Writing & Analysis** - Students will complete some case analysis and write reports for case analyses. These cases are designed to improve writing skills by learning to write a concise analysis of management cases. This also involves an analytical component. Both writing and analysis should prepare students for higher level classes.

**Internet** - Students need to further develop internet skills to identify various resources available for organizations and to use them in enhancing decision making and analytical skills.

## **Course Schedule**

### Week 1

- Introductions and explanations of class Formation of groups
- Chapter 1 Marketing: Creating and Capturing Customer Value
- Chapter 2 Company and Marketing Strategy
- Chapter 3 Analyzing the Marketing Environment

### Week 2

- Chapter 4 Managing Marketing Information to Gain Customer Insights
- Chapter 5 Consumer Markets and Consumer Buyer Behavior
- Exam I

### Week 3

- Chapter 6 Business Markets and Business Buyer Behavior
- Chapter 7 Consumer-Driven Marketing Strategy
- Chapter 8 Products, Services, and Brands
- Chapter 9 New Product Development and Product Life-Cycle Strategies

### Week 4

- Exam II
- Chapter 10 Pricing
- Chapter 11 Pricing Strategies Chapter 12 Marketing Channels

### Week 5

- Chapter 13 Retailing and Wholesaling
- Chapter 14 Communicating Customer Value Final Project Due
- Final Exam

## **Grading Policy**

Assignments 10%

Quizzes 10%

Exam I 20%

Exam II 20%  
Final Exam 20%  
Final Project 10%  
Attendance Participation 10%  
Total 100%

### Grading Scale

Letter Grade	Score
A	80-100
B	70-79
C	60-69
D	50-59
E	Below 50

### Academic Honesty

Feng Chia University defines academic misconduct as any act by a student that misrepresents the student's own academic work or that compromises the academic work of another. Scholastic misconduct includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging another's work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of F for the entire course.