



The Lee Kong Chian School of Business
Academic Year 2010 /11
Term I

MKTG101 MARKETING

Instructor Name : Seshan "Rama"swami
Title : Associate Professor of Marketing Practice
Tel : 6828 0391
Email : rama@smu.edu.sg
Office : LKCSB #0563

COURSE DESCRIPTION

The course introduces Marketing as both a professional and an academic discipline. As a profession, marketers identify consumer needs, determine which target markets to serve, and develop an optimal product, pricing, promotion, and distribution strategy that best satisfies consumer needs, relative to competition. Marketers serve a vital role in the long-term success of all organizations, profit-oriented as well as not-for-profit, small as well as large. Academically, marketing is a multi-disciplinary field involving the concepts, theories and methods used to understand exchanges and long term relationships between buyers and sellers. Through a combination of lectures, discussions, videos, individual and group assignments and case analyses, the course is designed to cover the basic concepts and principles of this challenging field. It is a required basic course for marketing majors, but it complements the theories and skills taught in many of the other majors at SMU.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Apply marketing decision-making skills. This is the primary objective of the course. They should leave the course with the ability to analyze the marketing and business environment in which an organization is operating, to determine the major opportunities and problems facing the organization, to develop a creative set of alternative marketing strategies, to select the most appropriate one for the organization, and to convert the chosen strategic alternative into an actionable plan.
- Explain and apply some major marketing concepts, such as market segmentation, positioning, customer satisfaction, value creation, etc.
- Discuss institutional marketing knowledge, practice, and terminology. They should be able to converse intelligently with managers and understand the marketing situation in a variety of organizational environments. Much of this will be achieved by the analyses of case studies.
- Create a marketing plan that can be put into practice.
- Identify ethical issues that underlie many marketing decisions

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course.

It helps to have an open, thinking, curious mind – and a keen interest in understanding how human beings act, think and feel.

Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

Quizzes (2):	25 %
Individual Paper:	15 %
Case quizzes:	7%
Research Participation:	3%
Group Project Presentation and Report:	25%
Final examination:	25 %
Total:	100%

Academic Integrity

Integrity is integral to the practice of marketing. Plagiarism, cheating on quizzes and exams and making false excuses to justify missing class quizzes and any other infractions of the SMU student code of conduct will be penalized severely and may result in an F grade for this course.

INSTRUCTIONAL METHODS AND EXPECTATIONS

Quizzes. There will be two non –cumulative quizzes consisting mainly of multiple choice questions and short answer questions. Your better quiz (on an absolute basis) will be weighted at 15% and the worse quiz at 10%

Case Quizzes

There will be three case discussions in class for you which you are required to be well prepared (on an individual basis). Your preparation for these discussions will be tested through a short quiz at the beginning of each case discussion. These are a pass or fail assignments, and you will generally get full credit or no credit depending on the proportion of questions correctly answered. Discussion questions (different from the quiz questions, and to be used as a basis for preparation of the case) for the cases will be posted later.

Individual assignment. The individual assignment involves writing a thoughtful essay on your selection of a set of topics which will be announced in the second week of the term.

Research Participation. The purpose of the research participation requirement is to supplement the material on marketing research methods by giving you direct exposure to academic research in marketing. You will have to participate in three research studies through the course of the term to get credit for this component (or you can do alternative assignments to make up for them). Details will be announced later.

Examination

There will be a cumulative final exam consisting of a combination of objective type and open ended essay questions.

Groupings and group size

Group formation (size and composition) will be discussed in the second week of the term.

Group Project and Presentation

Details of the group project assignment will be detailed in class in the second week of the term.

CLASS TIMINGS AND VENUE

To be announced

RECOMMENDED TEXT AND READINGS

Authors: Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan and Oliver Yau Hon-Ming

Title: Principles of Marketing: A Global Perspective, First edition

Publisher: Prentice Hall

Year of Publication : 2009

The above text book is recommended, not required. Any other introductory marketing text will do just as well, including earlier editions of this book which was called Principles of Marketing: An Asian Perspective. A course pack of cases is **required** to be purchased. The course schedule spreadsheet uploaded on Vista has the corresponding chapters from this text to other texts by Kotler and Armstrong, including the “Asian Perspective” one referred to and the American edition by just Kotler and Armstrong alone.

TENTATIVE SCHEDULE

Week	Topic
1	Introduction
	Introduction
2	Introduction
	Marketing Research
3	Consumer Behaviour
	Organizational Buyer Behaviour
4	Segmentation and Targeting
	Segmentation and Targeting
5	Product Management 1
	Product Management 2
6	QUIZ 1 (tentative)
7	Pricing Management 1
	Case study
8	Break
	Break
9	Pricing Management 2
	Promotions Management 1
10	Promotions Management 2
	Channels Management
11	Building and Presenting a Marketing Plan
	Case study
12	Case study
	QUIZ 2 (tentative)
13	Presentations
	Presentations
14	Study break
	Study break
15	END TERM EXAM

A more detailed class by class schedule with chapters, and other details of dates, and all the assignments in this course will be finalized and distributed in the second week of the term.

