



Beijing Jiaotong University

2019 Summer Session

MKT 201 Principle of Marketing

Course Outline

Term: July 08-August 09,2019

Class Hours: 8:00-10:00 (Monday through Friday)

Code: MKT 201

Instructor: Rakesh Niraj, Ph.D.

Home Institution: Case Western Reserve University, Weatherhead School of Management

Office Hours: By Appointment

Email: rkn10@case.edu

Credit: 4

Class Hours: This course will have 72 class hours, including 40 lecture hours, 10 lecturer office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Description: This is a fundamental course that provides you with the concepts and theories necessary for understanding the functional area of marketing in any organization. The goal of this course is to help you understand the marketing decision making in organizations and equip you with the tools necessary for analyzing marketing problems.

Course Objectives: At the end of the course, it is expected that you would be able to:

1. Understand the discipline of marketing and its relationship with other functions within a firm
2. Develop abilities to untangle marketing issues in real world situations
3. Create marketing plans
4. Understand the idea of marketing mix and implementation of a marketing plan.

Required Textbooks: MKTG⁹ by Lamb, Hair and McDaniel, Cengage Learning (available in Case bookstore)

Two cases to be obtained online through Harvard Business School Press.

Grading & Evaluation:

Course grading will be done for a total of 1000 points. The following table gives you the components you will be evaluated upon and the corresponding percentage distribution. For each component, multiply the percentage given in the table below by 10 to get the number of course points for that component. For e.g., each quiz is for $12 * 10 = 120$ points. Individual course-grading elements will not be curved.

However, the final letter grade will be based on your absolute performance in all the aspects of the class. These letter grades will be distributed as 90-100%=A, 80-89.99%=B, 70-79.99%=C, 60-69.99%=D; and below 60% = F.

The details on each of the components follow after the table.

Component	Percent of the Grade	Important Dates	Remarks
Three Class Quizzes	$12\% \times 3 = 36\%$	Jul 16, Jul 24, Aug 1	Closed book. Not cumulative.
Class Final Exam	24%	August 8	
Case Write-ups and Presentation	10%	August 6	One case write-up
Project (TEAM)	25%	Proposal: Jul 22 Final Report: Aug 9 Presentation: Aug 8	Proposal (60 points), Written Report (120 points), Presentation (80 points)
Class Participation	5%	-	Assessed continuously

Final letter grades will be based on cumulative points combining all the different elements and letter grades will be distributed as 90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D; and below 60% = F.

Class Quizzes

There will be three class quizzes interspersed throughout the semester. None of these will be cumulative. Each quiz will consist of 30 multiple-choice questions (3 points each) and 1 or 2 short essay question – possibly with parts (30 points). Each quiz will be for 90 minute duration during the class on the specified. Quizzes will emphasize important material covered in the lecture sessions and their applications, and students are recommended to use the textbook and notes from class or case analyses during preparation.

Graded quiz papers will be returned to you within one weeks of the quiz date, often sooner.

Class Final Exam

The class final exam will be given during the last class (August 8) and will cover all material throughout the semester. This exam will also involve multiple choice and essay type questions. While the exam will be closed-book, a cheat-sheet will be allowed. This exam will last 2 hours.

Case Write-up

Please note that the case write-up is an INDIVIDUAL activity and the case write-up must be submitted before the start of the discussion of the case.

Group Marketing Project

The objective of the group project is to **develop a marketing plan** for one or more products /services/ideas assuming you were a marketing manager of the firm. You can choose the product (could be a proposed product not existing yet) you want. The focus of the project will be on the development of a comprehensive marketing strategy and an appropriate marketing mix to implement the strategy. You are expected to apply the concepts and techniques learnt in the class in the project. Providing recommendations without any rationale will not fetch any points, however novel the suggestions might seem. The goal of the project is to see if you can utilize the concepts and theories learnt through the course.

The group project will be evaluated in two phases: The first phase of the project will consist of identifying a firm and a product, and addressing the core problem that your marketing plan is going to aim to solve. Please submit a *two* page overview of what you plan to do for the project by July 22. Conducting and reporting some secondary research is required during this phase. This proposal will count for 60 points.

The second phase of the project will involve creating a detailed marketing plan for a specific product (could be imaginary or non-existent product). You will be evaluated on your presentation (80 points) of your marketing plan and on a written report (120 points). The presentations are scheduled for August 1st and the written reports (**in hard copy**) are due by the last class – August 9. More details and guidelines for the project will be provided later in the class. Your peer-evaluation of your group members for quantity and quality of contributions by all group members is also due on this date.

The project is entirely group effort. Its grading will be a function of the quality of the deliverables and the estimated effort to put together the deliverable. However, adjustments to individual points (down or up) may be made based on peer-assessment and other evidence of below-par or superlative contribution to a team's effort.

Class participation



Learning in the class is as much a function of what I do there as what each of you does. You are encouraged to show your commitment and learning by enthusiastically participating in class discussions. The quantity and quality of the contributions made during the class periods affects the overall participation grade. The evaluation is based on (but not limited to) the following: preparation, quality of analysis and arguments, relevance to the discussion and effectiveness in communication of the message. There will be several occasions throughout the semester when you will be asked to break out into groups to discuss an issue and present your ideas to the class. The participation component requires BOTH attendance and active participation. Merely regular attendance will probably fetch you no more than half the points for class participation. You will be given a feedback on your participation performance midway through the semester. You are strongly encouraged to express your views accompanied with an explanation for the same in class. Though voluntary participation is appreciated, there is cold calling in the class so students might be randomly picked during the discussions, to take the lead in various aspects of the discussion.



Course Schedule

Week /Session		Date	Topic of the Session	Assigned Reading ¹	Evaluation Component/ Deadlines
Week 1 1	M	8-Jul	Introduction to Class and Overview	1	
2	T	9-Jul	Role of Marketing in the firm; Strategic Planning Social Responsibility, Ethics and Marketing Environment	2,3,4	
3	W	10-Jul	Global Marketing, Consumer Behavior	5, 6	
4	Th	11-Jul	Business buying Behavior	7	
Week 2 5	M	15-Jul	Segmenting, Targeting and Positioning	8	
6	T	16-Jul	Quick Review and Quiz		Quiz 1
7	W	17-Jul	Marketing Research	9	
8	Th	18-Jul	Product and New product Development	10, 11	
Week 3 9	M	22-Jul	Services and Nonprofit Organizations Marketing	12	
10	T	23-Jul	Case 1 – Snapple	Case 1	Discussion Only. No Write-up
11	w	24-Jul	Quick Review and Quiz		Quiz 2
12	Th	25-Jul	Supply Chains, Marketing Channels and Retailing	13,14,15	
Week 4 13	M	29-Jul	Integrated Marketing Communications, Advertising, Public Relations and Sales Promotions	16, 17	
14	T	30-Jul	Personal Selling, Social Media and Marketing/	18,19	
15	W	31-Jul	Social Media and Marketing / Case 2 – Dove: Evolution of a Brand	19	Discussion and Case Write up
16	Th	1-Aug	Quick Review and Quiz		Quiz 3
Week 5 17	M	5-Aug	Pricing Concepts, Setting the Right Price	20,21	



Session		Date	Topic of the Session ¹	Assigned Reading ²	Evaluation Component/ Deadlines
18	T	6-Aug	Setting the Right Price (Continued) Technology Driven Marketing : Online and CRM		
19	W	7-Aug	Group project Presentations		Presentation
20	Th	8-Aug	Class Final Exam		Exam, Project report due
<p>TA sessions will be conducted every Friday for 2 hours: July 12, 19, 26, August 2. Lecturer Office Hours every Monday 12 to 2 PM A review session will be conducted on August 6 or 7 in preparation of the final exam.</p>					

1. The number refers to the chapter number from Hair, Lamb and McDaniel textbook MKTG⁹ and the cases are from Harvard Business School Press.