



National Taiwan University of Science and Technology

2019 Summer Program

MKT 201 Principles of Marketing

Course Outline

Term: July 01-August 02,2019

Class Hours: 12:00-13:50 (Monday through Thursday; Teaching assistant on Fridays)

Course Code: MKT 201

Instructor: Professor Rosario Drago

Home Institution: Villanova University (Villanova, Pennsylvania, USA)

Office Hours: Monday – Thursdays 10:30 AM – 11:30 AM

Email: rosario.drago@villanova.edu

Credit: 4

Class Hours: According to the regulations of Minister of Education, R.O.C, 18 class hours could be counted as 1 academic credit in all universities in Taiwan. This course will have 72 class hours, including 40 lecture hours, professor 10 office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Description: This course will present the fundamental concepts of marketing. In addition, it will focus on the management of the marketing function within the current corporate and economic environment. The goal of marketing is to provide superior satisfaction of customer needs and wants. The marketing concepts are applicable to small, large, private, public sector, profit and non-profit organizations. The marketing of both goods and services are applicable to the concepts presented in this course.

Required Textbooks:

Global Edition of Marketing: Real people, Real Choices. Stuart, Marshall Solomon ISBN 9781292221083

Grading & Evaluation:

Course Objectives

- To understand marketing principles.
- To understand the terms and conditions that are utilized in marketing
- To gain an understanding of the skills necessary to manage the marketing process
- To examine the major environmental forces affecting the marketing process
- To develop the ability to recognize and analyze marketing problems and opportunities
- To learn to develop effective marketing strategies.

Outcomes & Measures

Outcome 1: Students will acquire knowledge of the marketing concepts and practices currently used by profit and nonprofit organizations both domestically and internationally. Students will see the vital need for a customer orientation on the part of all employees of an organization.

Measure: Students will satisfactorily complete a marketing plan assignment and pass tests on these chapters.

Outcome 2: Students will understand the relevance of marketing in their lives.

Measure: Students will complete a typed written analysis of marketing trends based on relevance to a marketing product/concept and be ready to present these analyses in class, accompanied by a marketing plan. Students should be ready to present, on an ongoing basis, an overview of an article or an advertisement that has relevance to marketing.

Outcome 3: Students will be helped to better understand and evaluate external environmental, demographic, governmental and other influences on the global marketing world.

Measure: Students will satisfactorily complete a marketing plan and examinations requiring them to demonstrate their understanding of these concepts and their ability to express them well using correct English language.

Methodology

The course is presented from the viewpoint of the marketing manager. In responding to questions in class and when discussing issues and articles the student should take the position of a marketing manager and look at problems strategically. The course will include lectures, discussions, videos and in-class exercises.

General Information

The course schedule will be followed as closely as possible. You are expected to have completed the assigned reading prior to the class periods in order to participate in the class discussions and projects.

Course Assignments

There will be multiple assignments for this course. They will include the following:

- Chapter reading assignments
- Assigned articles
- Quizzes on most chapters
- Cumulative final
- One project assignment

Quizzes will be given just about every week – this may be preceding or following presentation of chapter material in class. If it is clear that the class is prepared to discuss the readings, the quiz will take place AFTER the lecture BUT if it is obvious that the majority of the class has NOT read that week's assigned readings, quizzes will be given PRIOR to the lecture. They will include any material in the chapters of the text. **You are responsible for assigned text material even when it is not covered in class.**

The quizzes will be held during the class periods as noted on the schedule. The final exam will be held during the last week. As noted above, the final exam will be cumulative – that is it will cover the entire semester.

No makeup quizzes or tests will be given without a University-approved excuse. If you miss a test due to a **documented emergency**, you must notify me no later than the day of the test. Availability of make-up exams is at the sole discretion of the instructor and is limited to one make-up only.

Project – Marketing Plan

The object of the project will be to analyze the marketing strategy and implementation of a new product. This new product can be one of your own ideas or a product from elsewhere in the world that is unique but has not been introduced in Taiwan or another country – for example the US. A separate document with more details will be provided. **The due dates for the marketing plan are noted in this document.** This project team will be composed of a team of three to four depending on the total number of students in the class.

A student may be fired by his/her group. If, in the opinion of the majority members of a group, a member is not constructively contributing to the objectives of that group, the group has the right to fire that member. All that is required is a letter to this effect addressed to the instructor and signed by a majority of the members of that group. A copy of this letter must also be submitted to the fired member. The instructor will first attempt reconciliation with the group and the fired member. Failing this, the fired



member becomes a separate group and forfeits all group credit to that point. The fired individual then must begin submitting written case analysis directly to the instructor for grading.

Marketing Plan Assignment

This marketing plan assignment gives you the opportunity to practice developing an integrated business and marketing strategy for a product or service of your choice. **(Note – this is a TEAM assignment – three to four to a team)** It also helps you develop a strong business-oriented written proposal and communication expertise. As the course progresses, you will be developing each of the elements of this Marketing Plan. An outline is included in the appendix of the textbook. **Your marketing plan can cover either a brand new idea you’ve developed OR a product from overseas that has not yet been introduced into Taiwan or another country – for example, the US. NOTE – I must approve the topic & team by the end of week 1.**

An important element of this plan is practicing the use of Applied Business Research tools to gather information about your proposed product or service; its industry, competitors and possible markets. **“Applied Business Research is the ability to formulate a business problem, define the information requirements necessary to solve the problem and use primary and secondary sources to acquire this information.”** You can also use the Internet, online library resources, and other electronic sources available to you. You also have many other sources of potential information:

- Internal, non-proprietary company information
- Consider calling competitors for product and company information
- Conduct telephone interviews of potential customers
- Use empirical observation of prospective customers
- Conduct customer surveys
- Conduct a literature search at the library
- Review periodicals for articles and advertisements

I would expect length of your plan to be somewhere between 15 – 20 pages, not including charts and appendices. Content grading will look at clarity of thinking, understanding and application of basic marketing principles and creative but realistic use of marketing tools. Explorations of your options and choices are an important part of your demonstration of your mastery of this proposal. I will look at your plan from the point of view of a business proposal. Have you thought through and considered your options and the details of your proposal? Have you looked at the entire strategy, the “big picture” while still considering the more detailed elements that make for a successful implementation? **What do your five year financials look like?**



All submissions must be typed and single-spaced. Proper spelling, grammar, clarity, and style appropriate for a business proposal are expected and will be graded. The final Marketing Plan should be 15-20 pages in length. No late work for any of the sections will be accepted

As each section becomes due, you will be asked to discuss your major findings in class – this will be done extemporaneously – no power points required. That being said, power point presentations for the entire plan will be delivered starting in week 12 as if you are selling your idea to a senior management team. These presentations should be about 20 minutes with another ten minutes allowed for class questions. That being said, I will frequently ask you before then about progress on specific sections to make sure you are tracking along with the course.

Must haves in your Marketing Plan:

- No matter how you start your plan, for example a regional rollout, it must be fully national by Year Two
- Must not “straight line” sales, profit or expenses across the five years of the plan
- Must make use of traditional and social media, as well as consumer promotion
- Must have detailed rationale for each item in the P & L
- Must have positive cumulative cash flow
- Competitive Review must include packaging, pricing, advertising, and positioning at a minimum

Article/Chapter Presentations

Each person will analyze, write and present a marketing story or stories exemplifying concepts found in a particular chapter using Power Point. **Maximum presentation time is twenty minutes.** Remember, this is a capstone course and your presentation and analysis should reflect that. **The presentation should be weighted more towards the story (stories) but should definitely and explicitly cover a topic or two from a given chapter. The concept is to tie the article(s) to a concept(s) from the chapter.** Stories must be current – that is less than three months old. Note, there will be a maximum of three students to present on each chapter – so choose your chapter early!

Lastly, you MUST develop and ASK three specific questions regarding your article and/or chapter during your presentation to gain maximum interaction with the class.

Here is the format that MUST be followed when doing article/chapter written analysis:

1. Cover page containing your name, section number, my name and the name of the case.
2. An analysis of each story (stories) that addresses EXPLICITLY a concept or concepts found in a particular chapter that you have selected. **You MUST include the current year and three-year prior financials (sales, cost of goods, amount spent on advertising – by medium is preferred,**



gross profit, net profit- at a minimum, stock price – these are the minimum) whenever a public company is being discussed. If the article you are reviewing concerns a company that is not public, you will present financial information from a public company in the same category. **If you are doing more than one story, please select only ONE company on which to do the financial analysis. Additionally, market shares should be obtained for the product being discussed as well as competition. Failure to do so will result in a ten-point deduction from your case study grade. Note, you MUST include three explicit questions you will ask the class in your article/chapter submission.**

3. When doing your written analysis assume I am the senior manager to whom you are presenting the analysis. You can and should use material from the chapter to identify the key concepts in the story. That being said, in your formal presentation, you MUST give the background of the topic(s) from the text as the class will act as the Board of Directors and are expected to participate as such.
4. **The analysis should not exceed six pages (not including the cover sheet or appendices with financials). Use Ariel 12-point font. Print in single space, with a blank line between paragraphs. Print on one side of the paper. Use bullets for lists in the body of the paper.**
5. It is also EXTREMELY unlikely that an effective chapter analysis can be done in fewer than four pages (not including financials or other items in the appendix) . Use of outside material, research and advertising (traditional & digital) is STRONGLY ENCOURAGED. **In fact, advertising and social media as well as websites of the company/companies being discussed in the article (s) MUST be shown during your presentation.**
6. You will present your chapter analyses to the class via Power Point. **Your presentation should be approximately 20 minutes with another five minutes allowed for questions from the class.**
7. Your paper should be proofread for both grammar and spelling. Excessive mistakes in either area will affect your grade negatively.
8. Late submissions (defined as anytime after the class begins) will not be accepted and will result in you receiving a zero for that article/chapter review.
9. Finally – your classmates will be expected to contribute to your analysis with incisive questions and comments. This will be considered a significant part of classroom participation.



Class Participation

Class participation means active participation and contribution to class discussions – not just attendance. Students are expected to be prepared and punctual. **Students should be punctual for class, ONE minute late is considered LATE.** For each late, a point will be deducted from your final grade. Attendance will be taken daily by a sign- in sheet. Signing in another student will be considered an academic integrity issue and punished appropriately.

Marketing is an interactive discipline and as such, we will learn as much from one another as we will from a careful reading and analysis of the course materials. It is important to remember that you will be penalized for not participating in discussions. That said, class participation will be based on the quality AND quantity, of your contributions to the class discussion. I will monitor class participation each time we meet. At the end of the semester, your participation grade will be calculated with respect to the person with the highest grade in the class. I use the following formula in calculating your participation grade: (your grade/highest grade) X 5 %. Four unexcused absences will result in an “FA” for the course. Note, I am the one who determines whether an absence is excused. In general, I assign points as follows:

- 1 Point Student Physically Present in Class*
- 2 Points Student Participates in Extremely Limited Fashion but Does Contribute in Some Way*
- 3 Points Student Participates in Class in an “Average” Way*
- 4 Points Student Provides Very Good Comments and Interacts with Fellow Students Well*
- 5 Points Student Interacts Extremely Well with Class and Provides Outstanding Comments and/or Class Leadership/Evaluation*

The value of assignments in the determination of the course final grade will be based on the following criteria.

- Quizzes – 45 % points in total
- Final Exam – 20%
- Project (Marketing Plan) - 30%
- Class participation - 5% (answers to questions, news articles related to marketing)

Grading

Final grades will be determined based on the cumulative values as noted above:

93 - 100	A
90 - 92	A-
88 - 89	B+
83 - 87	B
80 - 82	B-
78 - 79	C+
73 - 77	C
70 - 72	C-
60 - 69	D
Below 60	F

PLEASE NOTE – while I obviously track your grades, it is your responsibility to be mindful of the grades you are receiving on all assignments so that you can gauge your own performance.

Course Schedule: Class Time – Monday through Friday; Note – Monday through Thursday in the classroom from 12:00 – 13: 50; Fridays will have sessions with the Teaching Assistant which, depending on the week, I may attend.

Office Hours - Monday through Thursday 10:30 – 11:30 AM

Week 1

Day 1 (July 1) – Review course requirements with emphasis on the marketing plan and article/chapter presentations; introduce classmates and professor

Day 2 (July 2) – Discuss chapter 1; form teams for the marketing plan; students select which chapters to present

Day 3 (July 3) – Discuss chapters 2 and 3

Day 4 (July 4) – Test – chapter 1 - 3

Day 5 (July 5) – Teacher Assistant meeting

Week 2

Day 6 (July 8) – discuss chapter 4/5

Day 7 (July 9) – discuss chapter 5/6



Day 8 (July 10) – discuss chapter 6/7

Day 9 (July 11) – Test on chapters 4-7

Day 10 (July 12) – Teacher Assistant meeting

Week 3

Day 11 (July 15) – Discuss chapter 8/9

Day 12 (July 16) – Discuss chapter 9/10

Day 13 (July 17) – Discuss chapter 10/11

Day 14 (July 18) – Test on chapters 8 - 11

Day 15 (July 19)– Teacher Assistant meeting

Week 4

Day 16 (July 22) – Marketing teams to present Situation Analysis for their marketing plans

Day 17 (July 23) – Marketing teams to present Marketing Objectives and marketing strategies for their marketing plan

Day 18 (July 24) – Team meetings in class to review learning from days 16 and 17; start chapter 12

Day 19 (July 25) – Discuss chapter 12

Day 20 (July 26) – Discuss chapter 13/14

Week 5

Day 21 (July 29) – Test on chapters 12 – 14 plus in class Team meetings to discuss final marketing plan

Day 22 (July 30) – Start marketing plan presentations

Day 23 (July 31) – Continue marketing plan presentations

Day 24 (August 1)– Cumulative final

Day 25 (August 2) – Conclusion