



**Beijing Jiaotong University**

**2020 Summer Session**

**MKT 201 Principle of Marketing**

**Course Outline**

**Term: June 29-July 24, 2020**

**Class Hours: 14:00-15:50 (Monday through Friday)**

**Code: MKT 201**

**Instructor: JAY RICHMAN**

**Home Institution: Johns Hopkins University, Baltimore, MD**

**Office Hours: By Appointment**

**Email: jrichma2@jhu.edu**

**Credit: 4**

**Class Hours:** This course will have 52 class hours, including 32 lecture hours, 8 lecturer office hours, 8-hour TA discussion sessions, 4-hour review sessions.

**Course Description:** Marketing is a critical business function, which guides organizations in identifying, selecting and servicing their markets. This course provides students an introduction to the fundamentals Principles of Marketing. Students learn about and apply concepts and skills related to market analysis and strategy, situation analysis, and execution of the marketing mix. Coverage includes creation, communication, and delivery of value to targeted audiences, selected though the process of segmentation, targeting, and customer analysis, and concludes with the development of an effective marketing plan.



**Course Objectives:**

1. The main purpose of this course is to introduce students to the basic concepts, strategies and tactics that comprise marketing. Additionally, this course will help you develop skills in marketing analysis and decision making by providing you with practice in assessing and solving marketing problems.

The objectives of this course include understanding the following topics:

2. Role of marketing in organizations
3. Marketing planning and strategy
4. Marketing research
5. Consumer behavior
6. Segmentation, targeting and positioning
7. Marketing mix – product, price, promotion, and distribution (The infamous 4 Ps of marketing)
8. Social Media and Digital Marketing
9. In order to develop and learn how to apply the knowledge and analytical skills useful for marketing decision making, the course includes a combination of lectures, class discussions, videos, exams, a Group marketing plan and individual homework

**Required Textbooks:**

Principles of Marketing, Kotler & Armstrong, 17<sup>th</sup> Edition, Edition, Pearson Education, NJ. ISBN-13: 9780134461380

**Grading & Evaluation:**

Grades will be based on a 2 Midterm Exams, a Final Exam, 3 individual HWs (out of 4) and a Group Marketing Plan in 2 parts.

	<b><u>Percent</u></b>
Midterm Exam	20%
Final Exam	30%
Marketing Plan Part 1	10%
Marketing Plan Part 2	15%
Homeworks	15%
Class Participation	10%
<b>Total Max. Points:</b>	<b><u>100%</u></b>
<b><u>Scaled Score</u></b>	<b><u>Grade</u></b>
94.0-100	A+
90.0-93.9	A
87.0-89.9	A-
84.0-86.9	B+
80.0-83.9	B



77.0-79.9	B-
74.0-76.9	C+
70.0-73.9	C
60.0-69.9	D
59.9 and below	F

### **Exams [50% total]**

2 Exams (a Mid Term and a Final Exam) will be held on the dates indicated in this syllabus. The exams will cover chapters from the textbook, lecture notes, videos shown in class, discussion material and any other material that I might assign. Exam questions will be based on both a Multiple-choice as well as a short answer i.e. essay question format. The exams are not cumulative. I will handout study guides and sample questions before each exam. A Review session will be held before each Exam.

### **Group Marketing Plan [25%]**

Students will form self-selected groups of 3 to 4 members. If you have trouble forming a group, please get in touch with me ASAP. Your group will choose a company/product/service to research and develop a marketing plan. You are free to choose any product/ service that you wish.

You can choose: (1) a local business, (2) an existing or a new product or service developed by any employer / prospective employers/ well known or (3) a new product or service developed by your group (for e.g., an online e-business venture, mobile app. or a consultancy service).

Each group should submit the group members' names and a brief (1 or 2 line) description of their topic (Product / service / new product). You must submit the names of your group members & the project topic to me. During the entire semester you are going to work with your group members and prepare a Marketing Plan in 2 parts.

The Marketing Plan has to be an original piece of work that reflects the efforts of the members of the group. While accessing external sources including books, magazines the Internet is allowed, submitting plans (or parts of a plan) that already exist in other formats, whether in print or in cyberspace, is not acceptable. A Sample Marketing Plan will be given. This is to be seen as an indicative example for reference only.

### **Home Works [5 X 3 = 15%]**

You will have to submit ONLY 3 out of 4 (NOT best) individual HWs in this course. You can consult external sources freely, but this assignment is supposed to reflect individual effort. They will give you direct experience in using the concepts we cover in class. The assignment reports are not to exceed 2 typewritten pages (excluding attachments and exhibits). They should be handed in at start of the class on the day indicated on the syllabus. Please note that the submission date for each assignment is different and I will not accept any assignment after the submission date for that assignment.



## **Class Participation [10%]**

In-class participation is a part of your grade, and more importantly, a crucial part of your learning experience. Marketing research is a hands-on, learn-by-doing activity. To master the material in this course you will need to: a) attend class regularly, b) do the assigned reading before the class when it is discussed, c) come to class with written assignments completed, and d) participate in class by asking and responding to questions and by getting involved in class discussions.

As a lot of the learning for this course will happen in the classroom, attendance is required. If you miss a class for some unavoidable reason (like health or other emergencies or for a religious observance), it is your responsibility to find out about any announcements regarding the course made that day and to get notes for the missed class from another student and learn the material.

In addition to attendance, you will also be graded on class participation which involves not mere attendance but an active listening and especially contributing to the class lectures. Class Participation score is based on participation and contribution (attend class regularly, be on time, and show initiative in the discussion).

Discussions with other students should be balanced, respectful, thorough and constructive. Note that students who only “show up” but do not contribute should not expect even an average participation score.

A few things I wish to emphasize about in-class participation:

- A good comment is one that is relevant to the discussion and increases everyone’s understanding of the issues involved.
- The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.
- Good class participation shows evidence of thorough reading and understanding of the material.
- Be willing to interact with other class members and the instructor by asking questions or challenging conclusions that we may have reached. But remember to always do so in a professional manner.
- Quality of the comments counts more than the just quantity.



### Course Schedule

Class	Date	Topics Covered	Readings	Assignments Due
1	Week 1 Mon	Course Introduction Introduction to the Marketing Concept	Syllabus Chapter 1	
2	Week 1 Tue	The Marketing Environment Marketing Strategy & Planning	Chapter 2 Chapter 3	Personal Bio sheet (w/ Photo)
3	Week 1 Wed	Marketing Research	Chapter 4	Project Choice due
4	Week 1 Thu	Consumer Behavior	Chapter 5	<b>HW 1</b>
5	Week 2 Mon	Market Segmentation, Targeting, Positioning	Chapter 7	
6	Week 2 Tue	Products and Services Strategies Branding Strategies	Chapter 8	
7	Week 2 Wed	New Product Development	Chapter 9	
8	Week 2 Thu	<b>MID TERM EXAM</b>		<b>HW 2</b>
9	Week 3 Mon	Managing Distribution Channels	Chapter 12	<b>Marketing Plan Part 1</b>
10	Week 3 Tue	Retailing and Wholesaling	Chapter 13	
11	Week 3 Wed	Pricing Concepts Pricing Strategies and Tactics	Chapter 10 Chapter 11	<b>HW 3</b>
12	Week 3 Thu	Integrated Marketing Communications	Chapter 14	
13	Week 4 Mon	Advertising and Public Relations Promotions Strategies and Tactics	Chapter 15 Chapter 16	
14	Week 4 Tue	Digital and Social Media Marketing	Chapter 17	
15	Week 4 Wed	Course Wrap Up; Exam Review		<b>HW 4</b>
16	Week 4 Thu	<b>FINAL EXAM</b>		<b>Marketing Plan Part 2</b>



### **About the Professor**

Mr. Richman has spent over 42 years in marketing in the business community. He currently is employed as a Manager Proposal Management for CenturyLink Government Services Division. He has been with this company for over 13 years. He was employed by Verizon/Bell Atlantic/C&P Telephone for over 28 years. He has held several marketing positions with Verizon/Bell Atlantic, including, Sales Manager, Staff Manager, Program Manager, Project Manager, and National Account Executive. Mr. Richman also spent one year with Bell Atlantic International as Marketing Consultant to the Puerto Rico Telephone Company.

Mr. Richman has been affiliated with Johns Hopkins for over twenty-three years. He has taught several Graduate marketing courses including Marketing Management, Marketing Strategy, Consumer Marketing, Consumer Behavior, Sales Force and Channels of Distribution, etc. Additionally, he developed an online Consumer Behavior course. He has also taught Voice Telecommunications Architecture in the IT department at JHU, as well as Business Communication. He has taught Project Management at George Washington University. In addition, he has been affiliated with the University of Maryland University College since 2007. Courses taught include Principles of Marketing and Strategic Marketing Management.

Mr. Richman has a Bachelor of Science in Business Administration degree from the University of Maryland. He also has two Masters degrees from Johns Hopkins University – MAS in Applied Behavioral Science Organization Development, and an MS in Management. He also has a Masters Certificate in Commercial Project Management from George Washington University.