



CIEE Global Institute – Shanghai

Course name:	Principles of Marketing
Course number:	(GI) MTKG 2002 SHCN
Programs offering course:	Open Campus
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2020

Course Description

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, include external environment, marketing research, international/global marketing with relevance to social media, cultural diversity and ethics. Ideally, students will come away from this course with both a critical and creative perspective of strategic marketing, and will be able to apply their knowledge in realistic settings.

Learning Objectives

By completing this course, students will:



- Demonstrate a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets.
- Analyze the impact of cultural, social, political and economic factors on marketing strategies and determine when to use different market entry and penetration strategies.
- Enhance their understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.
- Analyze the challenges of building and maintaining a marketing strategy in a rapidly changing macro-environment.

Course Prerequisites

Prior coursework in the principles of business strategy, macroeconomics and microeconomics is encouraged as the course builds upon these fundamentals.

Methods of Instruction

This will be a very interactive course, comprising introductory lectures supported by multimedia presentations, small-group and plenum discussions, presentation of case analyses by students. Students are expected to read the assigned texts diligently as these readings constitute the foundation around which the other elements of a class session are built.

Assessment and Final Grade

1. Short Topic Statements: 20%



2. Concept Presentation:	15%
3. Case Study Presentation:	15%
4. Final Examination:	30%
5. Participation:	20%
TOTAL:	100%

Course Requirements

Short Topic Statements

Students will be asked to submit via Canvas four succinct statements on “topics” – key concepts and ideas discussed in readings or lecture. The topics will be identified by the instructor. The student has to define the topic with reference to literature, critically evaluate it, and identify potential applications as well as limitations.

Concept Presentation

Students will have to identify a marketing concept from the material covered in class and present the basic theoretical framework and application of the concept. In addition to defining and explaining the concept, the presenter must assess the validity and potential limitations of the concept. The presentation must not exceed 7 minutes with additional 3 minutes for questions and discussion.

Case Study Presentation

Student will have to identify a case study of a marketing success or failure from literature or news reporting sources. The presentation should briefly recount the circumstances of the case



study, but the bulk of the presentation must be devoted to analyzing the marketing approach used by the company and the factors that led to success or failure. The presentation must not exceed 7 minutes with additional 3 minutes for questions and discussion.

Final Examination

The final exam will consist of ten multiple-choice questions, five short-answer questions, one essay question and a longer case study. It will cover each of the key topics discussed in the course and it will be “closed book.”

Students must:

1. Bring writing pens (no books, electronics, or aids of any kind);
2. Write a legible answer to each of the questions.
3. Submit their exam (in legible form) to the professor before departing the class.

The essay will be graded on overall quality (e.g., ideas, clarity, reasoning, writing quality). This exam will constitute 30% of the final grade.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.



Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:



<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion

Weekly Schedule

Please note this schedule is subject to change if opportunities arise to enhance the curriculum.

Week 1 Orientation Week

Class 1:1 **Managing Profitable Customer Relationships**



Students will review the core concepts of marketing with examples from Disney, Volvo and Best Buy.

Armstrong, Kotler, et. al. Chapter One. *Principles of Marketing: A Global Perspective*, 2009.

Week 2

Class 2:1 Developing Company and Marketing Strategies The Marketing Environment

Students will analyze the current trends in the marketing environment in Asia.

Armstrong, Kotler, et. al. Chapters Two and Three. *Principles of Marketing: A Global Perspective*, 2009.

Class 2:2 Managing Marketing Information Macro-environmental Influences on Marketing

Students will use the PESTEL framework to analyze the current trends in the marketing environment for a multinational company of their choice.

Armstrong, Kotler, et. al. Chapter Four. *Principles of Marketing: A Global Perspective*, 2009.

Class 2:3 Marketing Research

With one classmate or individually, students will analyze the marketing strategy of a major company and one of its main competitors. Compare and contrast strategies. Give each some recommendations.



Armstrong, Kotler, et. al. Chapter Twenty. *Principles of Marketing: A Global Perspective*, 2009.

Concept Presentation Due

Week 3

Class 3:1 Creating Value for Target Customers Marketing Ethics

Students will analyze marketing-related ethical dilemmas. Students will analyze how companies like LEGO and Starbucks create value for their target customers in Asia.

Armstrong, Kotler, et. al. Chapter Seven. *Principles of Marketing: A Global Perspective*, 2009.

Class 3:2 Consumer Markets Video Analysis: Digital Marketing at Volkswagen

Students will analyze some diverse consumer markets around the world, and some digital marketing campaigns in Asia.

Armstrong, Kotler, et. al. Chapter Five. *Principles of Marketing: A Global Perspective*, 2009.

Class 3:3 Business Markets Distribution Agreements in Asia

In the first part, students will analyze some business market characteristics around the world. The second part deals with common issues with distribution agreements in Asia.

Armstrong, Kotler, et. al. Chapter Six. *Principles of Marketing: A Global Perspective*, 2009.

Week 4



Class 4:1 **Segmentation and Targeting
Supply Chain Management**

Students will analyze some segmentation methods around the world in the first part of the session. The second part will be devoted to analyzing common issues with supply chain management in Asia.

Armstrong, Kotler, et. al. Chapter Twelve. *Principles of Marketing: A Global Perspective*, 2009.

Class 4:2 **Branding**

With one classmate or individually, students will describe a new product or service that they think offers a great opportunity in a foreign country of your choice. Compare and contrast strategies.

Presentation Two Due

Armstrong, Kotler, et. al. Chapter Eight. *Principles of Marketing: A Global Perspective*, 2009.

Class 4:3 **Positioning
Video Analysis: Creating Content Marketing in Asia**

Students will first analyze some positioning strategies around the world. Subsequently, students will analyze common issues with content marketing strategies in Asia.

Armstrong, Kotler, et. al. Chapter Eleven and Twelve. *Principles of Marketing: A Global Perspective*, 2009.

Week 5



Class 5:1 Company Visit to Volkswagen’s factory in Shanghai

Volkswagen’s successes and challenges in the Chinese market will be analyzed in several class sessions, such as their digital marketing campaign called the “People’s Car Project.” After arriving at the factory, students will watch a short video about the history of Volkswagen in Shanghai. After this introduction, students will ride an electric cart around the factory.

**Class 5:2 The Global Marketplace
Global E-commerce**

Students will analyze some e-commerce trends from around the world.

Armstrong, Kotler, et. al. Chapter Nineteen. *Principles of Marketing: A Global Perspective*, 2009.

Class 5:3 Pricing Strategies

Students will analyze some pricing strategies around the world.

Week 6

Class 6:1 Company Visit to Coca-Cola’s factory in Shanghai

Coca-Cola’s successes and challenges in the China market will be analyzed in several class sessions, such as the company’s effective response to a quality issue in north China in 2013. Students will ride around the factory and learn about the company’s history in China.

**Class 6:2 Corporate Social Responsibility and Public Relations
Course Review**

Students will analyze common issues with CSR strategies and public relations issues in Asia.



Class 6:3 **Final Exam**

Readings

Armstrong, Kotler, et. al. *Principles of Marketing: A Global Perspective*, 2009.

Online Resources

Students are encouraged to read about marketing in the *Harvard Business Review* and follow popular region-specific blogs.