



**University of International Business and Economics
International Summer School**

MKT 206 Introduction to Marketing

Term: December 19th, 2022 – January 13th, 2023

Instructor: Xiaosong Zheng

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Location: WEB

Course Description:

This course is designed to provide students with a broad background on the nature and scope of marketing concepts used in business. Students will learn about the basic components of marketing, its methods and uses to business firms. The study of this course provides students an overview of the marketing theories and practices, which could help develop students' understanding of value proposition and value delivery.

Course Goals:

This course provides a comprehensive introduction to contemporary marketing practices. Upon completion of this course, you will be able to:

- Understand key marketing concepts and their real-world implementations
- Apply state-of-the-art frameworks and techniques towards analyzing marketing problems
- Analyze and develop a marketing plan

This course explores both marketing theory and practice.

The lecture sessions introduce students to established concepts, frameworks and techniques to approach marketing problems. It is expected that students could get to learn how these marketing concepts, frameworks and techniques be applied in real world situations. In particular, I will teach the frameworks and techniques in a practical way through step-by-step demonstrations and homework exercises so that students will really be able to implement them when facing real-world problems.

Required Textbook:

Marketing: Real People, Real Choices, by Solomon, Marshall, and Stuart, published by Pearson, 9th edition (ISBN 9780134292663)

Grading Policy:

Grades for this course will be based on the following:

Group Report (including group work document and group presentation)	Group Report (I)	25%
Group Report (including group work document and group presentation)	Group Report (II)	25%
Final Exam	Final written exam	30%
Attendance and participation	Tutorial engagement	20%

At the early beginning of the study, you will be assigned to groups. Each group with four members should choose two case companies. Throughout the learning, each group is expected to facilitate class discussion and contribute to introduce the practices of the case companies on relevant issues. In the second week, each group should present their chosen case companies to analyse the case companies' segmentation, targeting, positioning (STP). This is the first 25% of the final mark. In the fourth week, each group should continue to present their comparative analysis of the value proposition and value delivery of the case companies. This composes the second 25% of the final mark.

The objective for the final project is for students to integrate the concepts and language of the course into a comprehensive analysis. By looking at companies and products offered in the marketplace, the hope is that this project will enable students to look at the marketplace and promotions from an enlightened perspective.

Guidelines:

In this project, you have to:

- Choose a product/service that is offered by more than one company. Choose two companies that fulfill similar needs, but use very different STP in their approach to marketing.
- Describe the current state of the product/service, with regards to the 3 C's.
- Use their current marketing mix (the 4 P's) to show how they are using STP and what their strategy currently is.
- Evaluate the differences of their strategies and provide some rationale as to why these companies may be using such different approaches. Evaluate the strengths/weaknesses of the

different approaches and offer any applicable recommendations.

Grading:

Grading of the group project and presentation will be based on the following four aspects:

- Choice of Products/Companies: Good choices will have the greatest similarity in terms of the products/service they offer and their potential market, yet choose very different STP.
- Comprehensiveness and Depth of Analysis: The analysis should cover all the aspects described in the guidelines in a systematic way, incorporating the concepts/frameworks/techniques we have learned in the class, and can derive meaningful managerial insights.
- Presentation: The presentation will be evaluated by its structure, content, and engagement. Assume that the audience is a potential client/employer.

Final Exam will be conducted on the last day of the teaching, composing of short-answer questions and case-based questions. This composes 30% of the final mark.

Participation in each class will be noted with 20% of final mark, and your participation grade will reflect a sum of your class-by-class participation over the entire learning process. Class participation will be evaluated with an emphasis on quality over quantity. Good participants would show their excellent preparations and contribute in a very significant way to ongoing discussions.

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

Tentative Course Schedule:

Date	Lecture
Day 1	Intro to the Course, Chapter 1: Welcome to the World of Marketing
Day 2	Chapter 2: Global, Ethical, and Sustainable Marketing
Day 3	Chapter 3: Strategic Market Planning
Day 4	Chapter 4: Market Research
Day 5	Chapter 5: Marketing Analytics
Day 6	Chapter 6: Consumer & Business Markets
Day 7	Chapter 7: Segmentation, Target Marketing, and Positioning
Day 8	Chapter 8: Innovation and New Product Development
Day 9	Chapter 9: Product Strategy and Branding
Day 10	Group Report (I)
Day 11	Chapter 10: Price
Day 12	Chapter 11: Deliver the Goods
Day 13	Chapter 12: Deliver the Customer Experience
Day 14	Chapter 13: Advertising and Sales Promotion
Day 15	Chapter 14: Social Media, Direct Marketing, Personal Selling, and PR (I)
Day 16	Chapter 14: Social Media, Direct Marketing, Personal Selling, and PR (II)
Day 17	Extra: Frontiers of Marketing from Different Angels
Day 18	Group Report (II)
Day 19	Course Review and Feedback to Students
Day 20	Final Exam