



Shanghai Jiao Tong University

BU311 Introduction to Marketing

Term: May 29 – June 23, 2017

Instructor: Meredith E. David, Ph.D.

Home Institution: Baylor University

Class Hours: Monday through Friday, 120 minutes each day

Discussion session: 2.5 hours each week

Total Contact Hours: 66 contact hours (45 minutes each, 3000 minutes in total)

Credit: 4 units

Course Description

Marketing is the revenue-generation part of business. It may not be your major, but without marketing to generate revenue, your business would not last long! Marketing's fundamental concepts permeate virtually all areas of business and, on a personal level, can help you navigate your career. Introduction to Marketing is the core marketing course in the business school. This course features a decision-oriented overview of marketing in modern organizations. You will get a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making.

Course Goals

When you master this class, you will be able to:

- Demonstrate a working vocabulary of the “language of marketing” (that is, terms, concepts, and frameworks) used by practicing marketing managers.
- Describe the major decision areas under marketing responsibility and the basic interrelationships of those decision areas.
- Apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.
- Select target markets and make strategic decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market, and then organize those decisions into a marketing plan.

Required Text

Marketing: Real People, Real Choices, Global Edition (8e) by Solomon, Marshall, and Stuart, published by Pearson. The textbook's ISBN is 9781292097756.



Grading Policy

Leading Engaging/Fun Discussion of Assigned Chapters (2)	30%
Group Project/Team Presentations (3)	30%
Participation in Class Discussions/Activities	30%
Personal Marketing Plan/Presentation	10%

Individual Chapter Discussion Leader (30%)

Each student will be assigned two chapters from the textbook to lead the class in discussing key topics from the chapter. For each chapter from the textbook, there will be 2 discussion leaders who will lead our discussion of the important chapter components, tying together key concepts and theories covered in the book. It is expected that the discussion leader will come prepared to lead a good discussion, having read the materials, thought about them critically and analytically, and have questions prepared to ask the class and generate discussion. I expect that relevant in-class activities/exercises, as well as industry examples, will be used and I encourage that. At least one fun and engaging in-class activity/exercise per chapter is a must!

Group Project/Team Presentations (30%)

The class will be divided into four groups consisting of about 4 students each. Each group will make 3 presentations to the class throughout the course. The first two presentations for each team will be on a specific topic assigned by the professor.

Each team's final/third presentation will be on one of the key sections of the textbook. Specifically, Team 1's final presentation will be on marketing value decisions; Team 2's final presentation will be on consumer value decisions; Team 3's final presentation will be on creating value; Team 4's final presentation will be on communicating and delivering value.

The goal and purpose of the group presentations is to clearly summarize the key concepts in the chapters covered within the section. The presentations should be informative, interesting, engaging, and thorough. The presentations should be approximately 25-30 minutes and, in addition, should include an activity or some form of an interactive and engaging and fun class exercise to help the key concepts come to life for fellow classmates. Team members may hold no more than 1 notecard each. Group presentations will be graded on both content and delivery.

In preparing for your presentations, you may want to:

1. Identify, copy, and read journal articles and newspaper/magazine articles that discuss your particular topics. Include a reference page.



2. Prepare and administer a 10-item Survey Monkey survey to at least 20 students/friends to examine your chosen specific topics.
3. Develop a 15 (or so) slide PPoint presentation to summarize your findings for the class. Email to the class and Dr. David your PPoint 12 hours before your presentation, so each student can bring a copy of your presentation to class. This will enable you to “tell a story” about your marketing topic, ie rather than “reading to us your slides.” Do not be a robot upfront reading from slides or notecards in this class!
4. Deliver a 20-minute presentation to the class summarizing your findings and research. Be prescriptive/insightful rather than descriptive/boring in your presentation. THIS IS NOT A WIKIPEDIA REPORT ON A MARKETING TOPIC; THIS IS A RESEARCH PROJECT.
5. Facilitate class discussion of your marketing topic for 10 minutes. Perhaps give the class a handout or copy of the results of your survey. Thus the max time allotted for each presentation is 30 minutes.

Your oral case presentation will be graded on two parts, Content and Delivery. Content includes whether your presentation was informative, insightful, accurate, complete, specific, detailed, error free, and followed the guidelines given above. Delivery includes whether your presentation was interesting, lively, special, upbeat, clear, and followed the guidelines given above. A majority of your course evaluation is determined by you simply attending class and participating in the discussions. There is no paper to be turned in beyond your PPoint.

In-Class Participation/Discussion (30%)

This course is designed more as a seminar rather than as a lecture course meaning that the majority of class time will be spent in discussion. Consequently, it is imperative that all students read the chapters in the book prior to class and come to class prepared to engage in lively, relevant discussion. The goal is to allow for student input from work experiences and link these to the content, theories, and topics highlighted in the book. Thus, you are expected to have prepared and be ready to contribute your insights, reflections, and analysis of the readings, incorporating and relating these insights to your own experiences. I encourage and expect discussion, but please do keep in mind that effective and relevant contributions are essential. Participation that simply highlights obvious or trivial facts and fails to add value to the discussion will be treated as non-participation. If you are well-prepared, this should not be a concern. Remember: your preparation not only benefits you, but your classmates!

In addition, in-class exercise, written and oral presentation assignments, and/or homework will be assigned from time-to-time throughout the semester in order to highlight certain concepts. These may be individual or group activities and information specific to the activity will be given when assigned.



Personal Marketing Plan (10%)

You will apply what you're learning with a course project where you create a personal marketing plan. The Personal Marketing Plan Assignment asks you to use the marketing planning process to make yourself attractive to prospective employers. You may indeed use the information you develop here when you apply for jobs and participate in the interview process.

This project contributes 10% of your total grade and includes several parts:

- The first part is to define your personal career mission
- The second part is your situational analysis
- The third part is to establish your marketing/career objectives
- The fourth part is the development of your marketing strategies

You will then turn in a completed, final personal marketing plan. You will also present your marketing plan to the course in a short 10 minute oral presentation. **Any assignments turned in late will be penalized 10% per day, including weekends and holidays. Assignments must be typed and stapled. Points will be deducted for assignments that are not professional.**

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Course Schedule

PART 1: MAKE MARKETING VALUE DECISIONS

- May 29th Intro to the Course, Chapter 1: Welcome to the World of Marketing
- May 30th Chapter 2: Strategic Market Planning
- May 31st Chapter 3: Thrive in the Marketing Environment (*Team 1 P1*)

PART 2: UNDERSTAND CONSUMERS' VALUE NEEDS

- June 1st Chapter 4: Market Research (*Team 2 P1*)
- June 2nd Apply our Learning to our Careers (*Complete Personal Marketing Plan Steps 1-2*)
- June 5th Chapter 5: Consumer Behavior (*Team 3 P1*)
- June 6th Chapters 6-7: Business-to-Business Markets, Sharpen the Focus

PART 3: CREATE THE VALUE PROPOSITION

- June 7th Chapter 8: Create the Product (*Team 4 P1*)
- June 8th Chapter 9: Manage the Product
- June 9th Chapter 10: Services/Intangibles *Complete Pers. Mktg Plan Step 3 (Team 1 P2)*
- June 12th Chapter 11: Price the Product (*Team 2 P2*)

PARTS 4/5: COMMUNICATE AND DELIVER THE VALUE PROPOSITION

- June 13th Chapter 12: One-to-One to Many-to-Many (*Team 3 P2*)
- June 14th Chapters 13-14: One-to-Many, One-to-One
- June 15th Chapters 15-16: Deliver Value; Retailing (*Team 4 P2*)
- June 16th *Complete Personal Marketing Plan Step 4*
- June 19th *Team 1 presents Part 1; Team 2 presents Part 2*
- June 20th *Team 3 presents Part 3; Team 4 presents Parts 4/5*
- June 21st Workshop: Improving our Personal Marketing Strategies
- June 22nd Final Presentations (*Complete Personal Marketing Plan Due*)
- June 23rd Course Review and Advice to Students