



### BU311 Introduction to Marketing

<b>Instructor Information</b>	Jun Zhan Home Institution: Shanghai Maritime University Email: eurogent@163.com Office Hours: Determined by Instructor		
<b>Term</b>	December 13, 2021 - January 7, 2022	<b>Credits</b>	4 units
<b>Class Hours</b>	Monday through Friday, 120 mins per teaching day		
<b>Discussion Sessions</b>	2.5 hours each week, conducted by teaching assistant(s)		
<b>Total Contact Hours</b>	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
<b>Required Texts (with ISBN)</b>	Marketing: Real People, Real Choices, by Solomon, Marshall, and Stuart, published by Pearson (ISBN 9780132948937)		
<b>Prerequisite</b>	N/A		



## Course Overview

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 a core marketing course in the business school. This course features a decision-oriented overview of marketing in modern organizations, presents a general introduction to marketing concepts, the various factors that influence marketing decision-making, and the role of marketing in society and in the firm.

## Course Goals

1. Utilize a working vocabulary of the “language of marketing” (that is, terms, concepts, and frameworks) used by marketing managers while conducting marketing management;
2. Describe the major decision areas under marketing responsibility and the basic interrelationships of those decision areas;
3. Apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses;
4. 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.

## Exams

There will be 3 exams which will have a multiple-choice format. Test questions emphasize topics that are covered both in the text and in class. You must be present for all exams at their scheduled time.

In the event that you miss one exam, a makeup exam day will be held during the last week of classes. You must email me at least 2 weeks before the last day of class to schedule your makeup exam, otherwise, you will receive a zero for that exam.

## Personal Strategic Plan

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 40% of your total grade, divided into six parts:

1. The first part is to define your personal career mission (4.5% of total grade);
2. The second part is your situational analysis (7.5% of total grade);
3. The third part is to establish your marketing/career objectives (4.5% of total grade);
4. The fourth part is the development of your marketing strategies (8.5% of total grade).



You will then turn in a completed, final personal marketing plan (10% of total grade). You will also present your marketing plan to the course in a short 10 minute oral presentation (5% of total grade). Each deliverable for the marketing plan must be turned in at the very beginning of class on the day that it is due. 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.

### Quizzes, Homework, and In-class Exercises and Activities

Throughout the 4-week course, we will complete quizzes, homework assignments, and in class activities. These exercises are tailored towards helping you further understand the key concepts covered in the textbook. There is much more material in your reading assignments than we have time to discuss in class. Homework and in-class activities will delve into the most important issues. No makeup assignments will be allowed.

### Grading Scale

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



## Class Schedule

Date	Lecture
Day 1	Intro to the Course, Intro to Marketing, Personal Marketing Plan
Day 2	Chapter 1: Welcome to the World of Marketing
Day 3	Chapter 2: Global, Ethical, and Sustainable Marketing
Day 4	Chapter 3: Strategic Market Planning (Personal Marketing Plan Step 1 Due)
Day 5	Chapter 4: Market Research
Day 6	<b>Exam 1 (Chapters 1, 2, 3, and 4)</b>
Day 7	Chapter 6: Consumer & Business Markets (Personal Marketing Plan Step 2 Due)
Day 8	Chapter 7: Segmentation, Target Marketing, and Positioning
Day 9	Chapter 8: Innovation and New Product Development
Day 10	Chapter 9: Product Strategy and Branding (Personal Marketing Plan Step 3 Due)
Day 11	<b>Exam 2 (Chapters 6, 7, 8, and 9)</b>
Day 12	Chapter 10: Price
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
Day 16	Review Day (Personal Marketing Plan Step 4 Due)
Day 17	<b>Final Exam</b>
Day 18	Work day and Final Presentations (Complete Personal Marketing Plan Due)
Day 19	Final Presentations
Day 20	Course Review and Advice to Students

\* Fee-paying (non-exchange) program held by School of Continuing Education, SJTU.

\* 此课程由上海交通大学继续教育学院开设，所提供课程不包括在上海交通大学与海外高校校级合作的学分互认范畴之内。