



BU311 Introduction to Marketing

Instructor Information	Xuanwei Cao Email: caoxw2002@163.com Office Hours: Determined by Instructor		
Term	June 27, 2022 - July 22, 2022	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	Marketing: Real People, Real Choices, by Solomon, Marshall, and Stuart, published by Pearson (ISBN 9780132948937)		
Prerequisite	N/A		



Course Overview

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 you will really be able to implement them when facing real-world problems.



Grading Policy

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		30%
Attendance and participation	Tutorial engagement	20%

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



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.



Class 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 Angles
Day 18	Group Report (II)
Day 19	Course Review and Feedback to Students
Day 20	Final Exam