南京航空航天大学
Nanjing University of Aeronautics and Astronautics

Syllabus

Course No.	1900821W	**College**	College of Economics and Management	**Dept.**	Economics Department
Teacher	Donglan Zha				
Time	2021.06.21-2021.07.24				
Course Name	**English**	Principle of Marketing			
	Chinese	市场营销			
Course hours	**Total**	**Theory**	**Experiment**	**Office Hour and Practice**	**Credits**
	70	60		10	4.0

Course description: Describe the nature, academic status, and aims of the course (theory, ability and technique)

1. Course nature and academic status

Course nature: management

Academic status: undergraduate

2. Course aims (theory, ability and technique)

This course aims to: introduce you to the fundamental principles of marketing give you a broad understanding of consumers and the marketing behaviour of firms explore the relevance of other academic disciplines to marketing encourage you to question the limitations of marketing management and to suggest ways of overcoming its many problems develop your practical skills by applying learned theories to real-world organisational problems.

This course is ideally suited to those who wish to develop a sophisticated and critical understanding of marketing theory. At the end of this course and having completed the Essential reading and activities, you should be able to:

- discuss the function and effect of advertising/promotion from an organisational perspective
- describe the pricing behaviour of firms in an uncertain environment where information may be limited or wrong
- describe and analyse the marketing behaviour of firms and consumers. These themes run throughout the course. You will be expected to acquire a knowledge and critical understanding of these and other important themes as well as the sub-topics that form a part of each major theme.

Requirements for courses; ability and knowledge in advance

The knowledge of management, microeconomics and macroeconomics

Course structure explanation:
Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

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Week	hours	Topics	Text Chapters
1	2	***Part 1: Defining Marketing and the Marketing Process*** Marketing: Managing Profitable Customer Relationships	1
1-2	4	Company and Marketing Strategy: Partnering to Build Customer Relationships	2
2-3	4	***Part 2: Understanding the Marketplace and Consumers*** The Marketing Environment	3
3-4	4	Managing Marketing Information **Quizzes 1 Chapters 1-4**	4
4-5	4	Consumer Markets and Consumer Buyer Behavior **Group Presentation of Case Analysis**	5
5	2	Business Markets and Business Buyer Behavior **Group Presentation of Case Analysis**	6
6	4	***Part 3: Designing a Customer-Driven Strategy and Mix*** Customer-Driven Marketing Strategy: Creating Value for Target	7

		Customers	
7	4	Product, Services, and Branding Strategy	8
8	2	New-Product Development and Product Life-Cycle Strategies **Group Presentation of Case Analysis**	9
8-9	4	Pricing Products: Understanding and Capturing Customer Value **Group Presentation of Case Analysis**	10
9-10	4	Pricing Products: Pricing Strategies **Quizzes 2 Chapters 5-11**	11
10	2	Marketing Channels and Supply Chain Management **Group Presentation of Case Analysis**	12
11	2	Retailing and Wholesaling	13
11	2	Communicating Customer Value: Integrated Marketing Communications Strategy	14
12	2	Advertising and Public Relations，	15
12	2	Personal Selling and Sales Promotion **Quizzes 3 Chapters 12-16**	16

Teaching methods (Lectures, practice, etc)

The course is highly interactive between the class and the instructor. Through case studies/presentations, problems, and specific company client activities, students will have the opportunity to use the concepts, ideas, and strategies presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

This upper level undergraduate course will incorporate a lecture and project-based approach to the principles of marketing. The textbook used in this course will be used as a reference point for the discussion(s) of the marketing plan project. Students are encouraged to read and inculcate the major principles found in the textbook.

Forms of examination and requirements
Structure of the final grade(including presence, class performance,), focus of exam, forms of exam(test, interview, final report, etc)

The following items will be assigned during the semester and used to calculate the student's final grade:

ASSIGNMENTS Periodically throughout the semester, you will be asked to download and complete short exercises. You may be asked to complete an analysis of a company, review an article, view a video, examine a company's marketing techniques, etc. All assignments must be completed and

submitted before a set deadline.

QUIZZES Approximately 3 quizzes will be given during the semester. The quizzes will be given in class. The normal quiz includes ten simple and ten multiple choice questions.

EXAMS Final exam will be given at the end this semester. It is open-book exam.

Course Grade:

The grading scale for this course is as follows:

Assignments – 30%

Quizzes – 20%

Exams – 50%

	Name	Publisher	Author	Year	Price
Textbook	Principle of Marketing （13th）	清华大学出版社	Philip Kotler, Gary Armstrong	2013	69
References	**Name**	**Publisher**	**Author**	**Year**	**Price**
Website					
Course members					
College					