



MKT200B: Principles of Marketing Spring 2024

Course Introduction


Course Title	Principles of Marketing
Course Code	MKT200B
Credit Hours	3
Semester & Year	Spring 2024
Pre-requisites	n/a

Class Type	Section	Days	Time	Room
Lecture / In-class	BBA 001	Tue / Thu	13:00 – 14:30 KST	806
Lecture / In-class	BBA 002	Tue / Thu	14:30 – 16:00 KST	806

Instructor

Instructor	Hyojin Nam
Office	Room 205
Consultation Hours	Mon/Tue/Thurs 10:00 – 12:30 or appointment by email
Email	hyojin_nam@solbridge.ac.kr

Mission Map

Mission Based Goals		Approximate % of Course Content
Global Perspective		15%
Asian Expertise		15%
Creative Management Foundation		40%
Cross Cultural Competence		15%
Social Responsibility		15%
Total		100%

SolBridge Mission & Course Objectives

This course provides from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. It examines different perspectives from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. The course will emphasize the importance of a focus on the customer, and the management of the product, price distribution and promotion strategies within a dynamic business environment.

The objectives of this course are:

- To explore and further your understanding of marketing principles
- To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements

Learning Outcomes

Following successful completion of the course, the participant would be able to:

- CO 1: Have the key marketing concepts and vocabulary needed to interact effectively in today's business environment
- CO 2: Know the critical questions to ask and answer in developing a marketing plan and have experience in developing a marketing plan

Course Outcome – SolBridge Mission Matrix

Course outcomes	Learning level	Course Outcome Statement	SolBridge Mission Goals					Assessments
			Global Perspective	Asian Expertise	Creative Management Foundation	Cross Cultural Competence	Social Responsibility	
CO 1	L2 (Understand)	Have the key marketing concepts and vocabulary needed to interact effectively in today's business environment	1	1	2	0	0	Exams, case analysis
CO 2	L3 (Apply)	Know the critical questions to ask and answer in developing a marketing plan and have experience in developing a marketing plan	1	1	3	1	0	Team project

Teaching Methodology

I would appreciate the class sessions to be discussion sessions, not necessarily lectures. A class session will typically consist of exposition of principles & concept, case discussion, classroom workout, activities, discussion of problems, and invited case presentations. It is expected that each participant would have read the assigned material before she/he comes to class for the given day. Meaningful class participation is an important part of the participant's grade.

Course Materials and Readings

Textbook:

Title: *Principles of Marketing*

Edition: 13th edition

Author(s): Lamb, Hair, McDaniel

Publisher: 2021. Cengage

ISBN-13: 9789814930550

Assessment Method & Grading

These are the components of the evaluation scheme for this course:

Component	Weight
Attendance	20%
Midterm exam	20%
Final exam	20%
Quiz and in-class activity	10%
Group project	30%
Total	100%

Attendance and class participation

Overall attendance will be worth 20 points toward the final grade. When classes are held in person, students must use the online attendance system to mark their attendance. When the class is held online, the professor will record attendance based on the minutes students spend in class as reported by Zoom. A student must be present for the entire class to obtain a full attendance mark.

There are NO EXCUSED ABSENCES. Exception is made with a written doctor's note on the institutions letterhead, containing telephone number and name of a contact person who can verify the information

in the note. No consideration is given without documentation. All submitted documentation will be verified.

It is compulsory to attend all classes. Students would be evaluated on their preparedness to the class, contributions to the class discussions by bringing out relevant examples and applications in the class, constructive contributions to case / problem discussion and analysis, and answering questions during class discussions. It is important to maintain an environment conducive to learning in the classroom and so it is important to respect all classmates and inculcate a healthy cohesive approach to learning. You are encouraged to think from multiple perspectives and viewpoints to enhance the understanding of business scenarios and problems. Having different perspectives and disagreements are welcome, but disrespect for others, disruptions and arrogance is not welcome.

Midterm exam and final exam

There will be two (2) examinations, each based on material from the textbook, as well as other material and exercises done in class. Mid-term is worth 20 points; final exam is worth 20 points. The exams will consist of a combination of multiple-choice and short answer type questions. The exams will be held on Week 8 and Week 15 during regular class time in our regular classroom. You may not use any books, notes, or electronic devices during exams. If you are found to be using any forbidden materials or violating the Scholastic Dishonesty Policy in any way, you will be subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the SolBridge School of Business.

- Exams will end promptly at the designated time, regardless of when you arrive to class. No student will be allowed to begin their exam after the first student finishes.
- Exams will be administered ONLY during the class period for which the exam is scheduled.
- There will be no make-up exams for ANY reason – this includes interviews, personal issues, illnesses, school sponsored trips, family emergencies, etc. Students missing an exam will receive a zero for that exam.
- If you miss an exam, you may take the final exam. The grade for the final exam will take the place of one missed regular exam. Students may only take the final exam to replace a missed exam (i.e. the final exam cannot be used to replace a previous exam grade). The final exam will be cumulative of the entire semester content. Failure to participate in the finals, according to the University policy, results in an automatic fail(F).

In-class case assignments

These are some in-class individual/group exercises including case analysis, problem solving, presentation, etc and active participation in these would enable you to score well.

Quiz

These are in-class quizzes, and these could be unannounced. So please keep yourself updated with the session topics as a surprise quiz could just be around the corner!

Group project

Students will be assigned to groups of 5-6 students at random to work on group project. Each team will prepare an independent case based on secondary and primary information. The team can collect information from various databases, internet, and print media to prepare the case.

Your team will choose an existing company to research and then develop a marketing plan. You can choose: a global/national/local business/organization. You will develop a new product or service, or an existing product or service that is in trouble for the selected company.

The group project accounts for 30 points of your total score, and will be based on three components - a project proposal (5 points), a final project presentation (10 points), a final report (10 points), and peer evaluation (5 points).

There are TWO main deliverables for the project.

- A final presentation that outlines the company's current marketing situations and the marketing objectives and the students' recommendations to achieve marketing objectives. The amount of time permitted for this presentation is 20 minutes / group. All groups must submit the final version of their presentation slides before start of class on Week 13.
- A final report detailing the entire project.

Report Expectations

1. 25 Page limit (Maximum) excluding tables, graphs and figures.
2. As with other reports, should be professionally organized and delivered.
3. Comprehensiveness of relevant information, rigor of analysis and application of conceptual material, originality of analysis, creativity, and finally, viability of recommendations are the criteria for substantive evaluation.

Deadline: The paper should be electronically submitted to Smart LMS by 5 pm of Week 15.

Group formation: You will work in groups of 5-6 for this project. You are encouraged to form the groups yourselves. If you are forming the group yourselves, you must inform the TA about your group by Week 3. If you have not formed / found a group by this date, the TA will randomly assign you to a group before Week 4.

Project proposal: Your team will present a proposal for their project on Week 7. In the proposal, you should include a statement of the problem/opportunity and a situation analysis. You should also give an idea about how you plan to address this problem/opportunity. The presentation should last about 3 minutes and consist of 4-5 slides. You will submit the presentation slides for this component.

Peer Evaluation: Each member of the team will provide evaluative feedback on the performance of each individual. You will give yourself a rating and provide comments on the contributions of each member (including you) made toward the successful completion of the project. The ratings provided by each team member will be taken into account in the final calculation of the individual's grade on the project. All peer evaluations are completely confidential. If your average peer evaluation is less than 7 (on 10),

then you will receive only partial credit for your group project compared with the remainder of the group. So you should make every effort to contribute to your group project.

Session Plan

Week #	Date	Topic	Chapters	In-Class activities or assignments due, etc.
1	Mar 5	Course overview		
	Mar 7	Introduction of marketing	Ch. 1, 2	
2	Mar 12	Marketing environment	Ch. 4, 5	Submit Project Group Requests
	Mar 14			
3	Mar 19	Consumer and business markets	Ch. 6, 7	Project Groups Finalized
	Mar 21			
4	Mar 26	Segmenting, targeting and positioning	Ch. 8	
	Mar 28			
5	Apr 2	Marketing research	Ch. 9	
	Apr 4			
6	Apr 9	Products	Ch. 10	
	Apr 11	Services	Ch. 12	
7	Apr 16	Developing and managing new products	Ch. 11	Proposal submission
	Apr 18	Project proposal presentations		
8	Apr 23	Project proposal presentations		
	Apr 25	Review for the midterm		
9	Apr 30	Midterm exam		
	May 2	Distribution decisions	Ch. 13, 14	
10	May 7	Marketing communications	Ch. 16	
	May 9			
11	May 14	Promotions	Ch. 17, 18	
	May 16			
12	May 21	Pricing concepts	Ch. 19, 20	
	May 23			
13	May 28	Final project presentations		
	May 30			
14	Jun 4	Final project presentations and review		
	Jun 6	Memorial day		
15	Jun 11	Final exam		
	Jun 13	Group project report submission		Report & peer evaluations

Ethics

Students are expected to produce original work of their own for assignments and examinations. Plagiarism is defined as “The practice of taking someone else’s work or ideas and passing them off as one’s own (OED).” Plagiarism includes, but is not limited to:

- (a) copying another individual’s or group’s ideas and work, copying materials from the internet and other published sources and producing such materials verbatim,
- (b) using others’ ideas and work without proper citation of the original author.

These rules apply to internet sources also. Students are strongly advised to access the following website and learn how to avoid plagiarism. It is the student’s responsibility to learn this.

<http://owl.english.purdue.edu/owl/resource/589/01/>

SolBridge considers plagiarism as a serious breach of professional ethics. Plagiarism will not be tolerated in any form at SolBridge. Penalties can be as severe as expulsion from the university. To avoid plagiarism it always best to do your own work or cite the work of others. A more detailed description of plagiarism and the associated penalties can be found in the student handbook.

In this course, the rules are as follows:

1. The first instance of plagiarism will result in a “zero” for the assignment in question.
2. The second instance of plagiarism will result in a fail grade for the entire course.
3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from SolBridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

I. Copying textbooks, copyrighted materials and academic dishonesty

A. Copying textbooks and other copyrighted materials without permission of publisher or author is tantamount to theft. Therefore, students are expected to purchase the prescribed books and other materials from the Woosong Bookstore.

- Students using copied versions of books will be asked to leave the classroom.
- In addition, such students will get “zero” participation points and any other penalties as levied by the instructor.

B. Academic Dishonesty includes but not limited to: (a) plagiarism, (b) cheating during examinations, (c) obtaining/ providing information for reports, assignments and examinations by fraudulent means, (d) falsification of information or data, and (e) false representation of others’ effort as one’s own.

Some examples of academic dishonesty are: copying from other students during examinations; copying material from other students' reports/ assignments and submitting the same as one's own report; creating fictitious interview materials for assignments or reports. These are just a few examples and not exhaustive.

In this class, the rules are:

1. The first instance of academic dishonesty will result in a "zero" for the assignment in question.
2. The second instance of academic dishonesty will result in a fail grade for the entire course.
3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from SolBridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

The rules on plagiarism, copying and academic dishonesty are non-negotiable.

Note: This syllabus is subject to change. Students will be promptly notified of any changes.