

Fundamentals of Marketing

Winter School @ Fudan SOE 2022

Course Code	ECON2170025		
Course Title	Fundamentals of Marketing		
Credit	3	Credit Hours	48 credit hours
Course Objectives	<ul style="list-style-type: none"> To explain the basic terminology of marketing. To develop an understanding of marketing's impact upon an organization's success. To provide a basic understanding of marketing theory and practices driving marketing strategy in the areas of product, pricing, distribution, and promotion. To encourage you to think about how marketing influences business decisions throughout the organization. 		
Course Description	<p>This introductory marketing course is primarily organized around the four elements of marketing mixes: product, price, place (distribution) and promotion. The course also covers marketing research methods, customer behavior, segmentation, targeting, differentiation, positioning, digital marketing and global marketing.</p>		
<p>Course Requirements:</p> <ul style="list-style-type: none"> Demonstrate their knowledge of marketing and skills of analysis through <u>weekly assignments and exams</u> Show their preparation for class discussions through <u>in-class discussions and activities</u> Increase their interpersonal experience by <u>working in teams</u> to prepare the final project Develop their skills to make effective, <u>business-quality presentations</u> based on their analyses of projects <p>Prerequisites: Prerequisites: N/A</p>			
<p>Teaching Methods: Zoom Online Live Lectures and Student Project Presentation</p>			
<p>Course Schedule</p> <p>Chapter 1 Marketing: Creating and Capturing Customer Value Chapter 2 Company and Marketing Strategy: Partnering to build customer relationships Chapter 3 Analyzing the marketing environment Chapter 6 Customer-Driven marketing strategy: creating value for target customers</p> <p>Module 2: 4 Ps</p> <p>Chapter 7-Products, services, and brands: building customer value Chapter 8-New-product development and life-cycle strategies Chapter 9-Pricing: understanding and capturing customer value Chapter 10 -Marketing channels: delivering customer value;</p>			

Module 3: 4 Ps (Continue...)

Chapter 11-Retailing and wholesaling

Chapter 12-Communicating customer value: advertising and public relations

Chapter 13-Communicating customer value: personal selling and sales promotion

Chapter 14-Direct and online marketing: building direct customer relationships

Module 4: Marketing Research, Consumer Behavior and Global Marketing

Chapter 4-Managing marketing information to gain customer insights

Chapter 5 Understanding consumer and business buyer behavior

Chapter 15-The global marketplace

The design of class discussion or exercise, practice, experience and so on:

A group project will be completed in this semester. This project is intended to improve your understanding of 4Ps. This component has a total of 210 points. Groups should be formed on the first day of the class.

Grading & Evaluation:

	Points	Percentage
Final Paper	330	55%
Group Project	210	35%
Attendance	60	10%

Teaching Materials & References:

Marketing---An Introduction, 12th or 13th edition, Prentice Hall by Gary Armstrong & Philip Kotler