

## 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"><li>To explain the basic terminology of marketing.</li><li>To develop an understanding of marketing's impact upon an organization's success.</li><li>To provide a basic understanding of marketing theory and practices driving marketing strategy in the areas of product, pricing, distribution, and promotion.</li></ul> To encourage you to think about how marketing influences business decisions throughout the organization.		
Course Description	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.		
<b>Course Requirements:</b> <ul style="list-style-type: none"><li>Demonstrate their knowledge of marketing and skills of analysis through <u>weekly assignments and exams</u></li><li>Show their preparation for class discussions through <u>in-class discussions and activities</u></li><li>Increase their interpersonal experience by <u>working in teams</u> to prepare the final project</li><li>Develop their skills to make effective, <u>business-quality presentations</u> based on their analyses of projects</li></ul>			
<b>Prerequisites:</b> Prerequisites: N/A			
<b>Teaching Methods:</b> Zoom Online Live Lectures and Student Project Presentation			
<b>Course Schedule</b> 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			
<b>Module 2: 4 Ps</b>  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;			

**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, 12<sup>th</sup> or 13<sup>th</sup> edition, Prentice Hall by Gary Armstrong & Philip Kotler