

SYLLABUS

1. COURSE INFORMATION

1.1 Course title: **PRINCIPLES OF MARKETING** Course code: BADM2301

1.2 Provided by: School of Advanced Study

1.3 Credit: 03

Self-study hours: 90 hours

2. COURSE OVERVIEW

The course fundamentally supplies the basic knowledge of marketing, mainly introduce concepts in marketing science such as: market segmentation, consumer behaviour, marketing mix, branding, online marketing, marketing planning and strategy. Therefore students will be equipped the marketing background, then they can continuously study marketing management, marketing services and marketing research in progress. To learn this subject well, students should know about Microeconomics and Macroeconomics in advance.

3. TEACHING OBJECTIVES

3.1. General objectives

Marketing principles subject is structured to supply such the basic concepts and principles to have a foundation in the study of specialized subjects such as marketing management, marketing research and marketing communication. Lately, students will not only be required to apply these concepts in their assignment, but they also make a comparison between theories and marketing practices in the business reality. Furthermore, soft skills like communication, teamwork and so on will be improved.

Upon successfully finishing this course, students will be able to:

- Understand what marketing is and the role of marketing in doing business.
- Distinguish different perspectives of marketing, key concepts and how they are applied into the business context.
- Discuss main elements impacting marketing decisions and customer's reaction to each marketing decision.
- Debate on different current marketing issues related to various marketing tools, marketing mix, costumer behaviour or branding.
- Compare and contrast marketing theories and practices through real business cases discussion.
- Realize how important as accurately determined about marketing segmentations, targeting, positioning, consumer behaviour, marketing mix, etc. will contribute to a successful overall marketing planning and strategy.

3.2. Specific objectives:

3.2.1. Knowledge

- Understand customer-driven strategy in the enterprize.
- Understand what market and market segmentation, know how to identify the target market, product positioning and brand positioning.
- Know why the consumer purchasing decision process should be studied and what are main steps of the process.
- Explain the marketing strategies and the planning process of marketing strategies the company applies to.
- Understand the marketing-mix concept and the content of each element in marketing-mix.
- Understand how information technologies influence marketing activities.

3.2.2. Skills

Hard skills

Completing the basic marketing course, students will gain the skills such as planning, organizing, implementing of a marketing project (such as organizing marketing events

and campaigns, etc.). In addition, students are also trained in problem solving skills (identifying marketing problems then collecting, filtering, processing and analyzing information) in enterprises.

Soft skills

In addition to professional skills, after completing basic marketing, students are also trained in basic soft skills such as presentation skill, verbal communications skill, teamwork skill, making-decision skill in foreign languages and use the internet to search, analyse and synthesize information.

3.2.3. Attitudes

After completing this course, students will have a proper understanding of marketing activities in firms and in their surrounding lives, adapt quickly to marketing situations (after being equipped with the knowledge of product, distribution, promotion, price strategies). Students will be more motivated, more active in team work through group discussions and group work on marketing situations. Recognizing the role of social marketing helps students become more hyperactive, live and work healthier and more concerned with the people around them.

4. TEACHING CONTENTS

No.	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
1	Introduction of Marketing	1. The history and development of marketing science. 2. The concept of marketing 3. Understanding the market and customer needs.	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer

No.	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
		4. Designing a customer-oriented marketing strategy. 5. The perspectives of marketing management. 6. Preparing marketing plans and programs. 7. Building relationships with customers 8. Reaching value from customers. 9. The development of marketing in depth 10. The role of marketing					
2	Overview of marketing strategy planning	1. Marketing management 2. Marketing Strategy 3. The marketing plan guiding the implementation and control 4. Marketing planning process	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
3	Marketing environment	1. The importance and concept of marketing environment 2. Micro environment 3. Macro environment 4. Reacting and adapting to the marketing environment.	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
4	Marketing Information System	1. The importance of marketing information 2. Marketing Information System 3. Marketing research	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer

No.	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
5	Customer behavior	1. Individual and business customers. 2. The consumer's decision-making process. 3. The factors affect the consumers' buying behavior. 4. The purchase situations of a firm . 5. The purchase process of business customers. 6. Factors affect the organization's buying behavior.	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
6	Market Segmentation, Market Targeting and Positioning	1. Customer-oriented marketing strategies 2. Market segmentation 3. The target market selection and evaluation 4. Brand differentiation and brand positioning	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
7	Product strategy	1. The product and its attributes 2. Classification of products 3. Life cycle of the product 4. Decisions about the product 5. The process of developing new products	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
8	Distribution strategy	1. The nature and importance of distribution channels 2. Behavior and organization of distribution channels	4	4			Textbook 5.1 and cases and exercises are supplied

No.	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
		3. Decision on channel design 4. Decide how to manage the distribution channel					by lecturer
9	Price strategy	1. Product price 2. Factors affecting price decisions 3. Methods of determining the selling price 4. Price strategy	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
10	Integrated Marketing Communication strategy	1. Mixture promotion 2. Marketing communication 3. Develop marketing communication program 4. Marketing-mix strategy 5. Marketing communication tools	4	4			Textbook 5.1 and cases and exercises are supplied by lecturer
11	Summary and Q&A for final test	1. Summary main points of the subject 2. Case discussion 3. Q&A – final test	5	5			The case: Coca-Cola campaign: ONE COCA-COLA
Total			45	45			

Note: TT: Total number of lessons; T: Theory; E: Exercises; P: Practices

5. TEACHING MATERIALS

5.1. Textbooks

Philip T. Kotler and [Gary Armstrong](#), Principles of Marketing, 17th Edition, Pearson 2016

5.2. *Supplementary Readings*

Hoang Thi Phuong Thao, Doan Thi My Hanh, Le Khoa Nguyen - Basic Marketing -Agriculture Publisher, 2013 (No. PL 658.8)

Quach Thi Buu Chau, Nguyen Van Trung, Dao Hoai Nam - Basic Marketing – Labor Publisher 2012 (No. PL 658.8)

Perreault William D., Cannon Joseph P., McCarthy - Essentials of Marketing - McGraw-Hill 2012 (No. PL 658.8)

Lessons from a Chief Marketing Officer, Bradford C. Kirk, McGraw Hill

Website: Wall Street Journal: <http://online.wsj.com/public/page/news-world-business.html>

6. ASSESSMENTS

No.	Assessment details	Percentage
1	Mid-Term Exam	50%
2	Final Exam	50%
	Total	100%

For details :

Mid-term including :	50%
Individual Assessment	20%
• Exame in class	10%
• Homework as assigned	10%
Teamwork Assessment	30%
• Group discussion in class	10%
• Group assignment	20%
Final Exam	50%
<u>TOTAL</u>	<u>100%</u>

ASSESSMENT IN DETAIL

A student's learning outcomes and final grades will be assessed according to his/her performance in the following areas:

- Exam in class:** This exam will check the student's comprehension of marketing terminology and critical thinking through application as a preparation for the final assessment. It will be short answer and probably application essay.
- Homework:** Attendance will not be taken during class, but homework will be randomly assigned in class with a deadline for submission. Therefore, students must submit their homework. Unless a medical reason can be for late submission, others are unacceptable. Cases or quizzes will be given throughout the course to test your comprehension of the material from the text as further preparation for group discussion in class as well as the exams and final assessment. They will be announced to allow you time to review your literature and study.
- Group Project:** All group projects will require a 15 minute presentation, and each individual team member will be required to submit a 3-5 page paper describing their role in the group project. The project will emphasize on how to make a marketing plan for a tangible or intangible product in real life.
- Final Exam:** 30 multiple questions and an essay in order to test all knowledge you have achieved through this course.

7. TEACHING SCHEDULES

Week	Topic	Learning materials and activities
Session 1	Introduction to the subject, requirements and forms of assessment, and Chapter 1: Overview of marketing <ol style="list-style-type: none">1. History and development of marketing science2. The concept of marketing3. Understanding the market and customer needs4. Design a customer-oriented marketing strategy5. The views of marketing management Prepare marketing plans and programs <ol style="list-style-type: none">7. Build relationships with customers8. Customers perceived value10. The role of marketing	Scenario 1: "The integrated marketing communication strategy for the big change of The Times"

Session 2	<p>Chapter 2: Overview of Marketing Strategy Planning</p> <ol style="list-style-type: none"> 1. Marketing management 2. Marketing Strategy 3. The marketing plan guiding the implementation and control 4. Marketing planning process 	<ul style="list-style-type: none"> - Group discussion to distinguish between: marketing strategy, marketing plan and marketing program - Individual exercise chapter 2
Session 3	<p>Grouping, group assignments, group work instructions and group work instructions</p> <p>Chapter 3: Marketing Environment</p> <ol style="list-style-type: none"> 1. The importance and concept of marketing 2. Micro environment 3. Macro environment 4. React and adapt to the marketing environment 	<ul style="list-style-type: none"> - Scenario 2: "KFC adapts to the marketing environment in China. - Individual exercises chapter 2, exercises chapter 3
Session 4	<p>Chapter 4: Marketing Information System</p> <ol style="list-style-type: none"> 1. The importance of Marketing Information 2. Marketing Information System 3. Marketing research 	<ul style="list-style-type: none"> - The reading: "The secret to effective market survey" - Exercises in chapters 3, 4
Session 5	<p>Chapter 5: Customer Behavior</p> <ol style="list-style-type: none"> 1. Individual and business customers 2. The customer's decision-making process 3. The factors impact on buying behavior of consumers 4. The purchase situation of the organization 5. Purchasing process of business customers 6. Factors impact on organization's buying behavior 	<ul style="list-style-type: none"> - Scenario 3: "How Lexus Company - Make it happier for shoppers" - Individual exercise chapter 5
Session 6	<p>Chapter 6: Market Segmentation, Market Targeting and Positioning</p> <ol style="list-style-type: none"> 1. Customer-oriented marketing strategy 2. Market segmentation 3. Evaluate and select the target market 4. Brand differentiation and positioning 	<p>Scenario 3: "Green and Black's from a niche brand becomes a big brand"</p> <p>Case 4: "Successful market segmentation for Walkbe's Nobby Beans and the reason for a beanbag can make the whole of England tickle."</p> <ul style="list-style-type: none"> - individual exercise chapter 6

Session 7	Chapter 7: Product Strategy 1. Product and its attributes 2. Classification of products 3. Life cycle of the product 4. Decisions about the product 5. The process of developing new products	- Scenario 5: "LEGO's product diversification strategies" - Individual exercise chapter 7
Session 8	Chapter 8: Distribution Strategy 1. The nature and importance of distribution channels 2. Behavior and organization of distribution channels 3. Decision on channel design 4. Decision on how to manage the distribution channel	- Scenario 6: "Zara Delivery Channel Management Strategies" - Individual exercises chapter 8
Session 9	Chapter 9: Price Strategy 1. Factors that affect pricing decisions 2. Methods of determining a price 3. Price Strategy	Case study 7: "The Price Strategy of iPhone Smartphones" - Individual exercises chapter 8
Session 10	Chapter 10: Integrated Marketing Communication strategy 1. promotion mix 2. Marketing communication 3. Develop marketing communication program 4. Promotion mix strategy 5. Marketing communication tools	- Case study 8: Direct Marketing Strategy in Amazon's Digital Age - Individual exercise chapter 10
Session 11	1. Summary the main points of subject 2. Group Discussion: Coca-Cola case 3. Q&A	The case: For one Coca-Cola

**BY ORDER OF THE RECTOR
AUTHORIZED BY DEAN OF THE SCHOOL
VICE DEAN OF THE SCHOOL**

(signed)

VÂN THỊ HỒNG LOAN