

# **PRINCIPLES OF MARKETING**

## **Course Syllabus**

### **1. General Information**

Course name: Principles of marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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### **2. Objectives**

Principles of marketing starts with understanding consumer needs and wants, determining which target markets the organisation can serve best, and developing a compelling value proposition by which the organisation can attract and grow valued consumers. Then, more than just making a sale, today's marketers want to engage customers and build deep customer relationships that make their brands a meaningful part of consumers' conversations and lives through marketing mix.

### **3. Abstract**

Marketing Principles is an introductory course and provides an overview of the marketing process, its underpinning concepts, and the practical tools used by marketers to implement marketing strategies and campaigns. Through lectures, tutorials and assessment tasks you will explore the theory and practice of marketing through real world applications. Students will also review the importance of marketing to future business viability and how each person in an organisation can make a contribution to the marketing process.

Marketing Principles offers insights into the field of marketing, putting into context the role of marketing in an organisation, and how you may interface with marketing in your role.

### **4. Teaching and learning methods**

Lectures:	34h
In class discussion & practice:	10h
Individual reading:	1h

### **5. Prerequisites**

### **6. Learning Outcomes**

On successful completion of this unit a learner will:

LO1. Understand what marketing means and how to analyse the marketing process.

LO2. Understand how to evaluate the marketplace and consumers.

LO3. Understand how to design a customer value-driven strategy and mix.

LO4. Understand some views of extending marketing.

## 7. Assessment Criteria

<b>Outcomes</b>	<b>Learning outcomes</b> On successful completion of this unit a learner will:	<b>Assessment criteria for pass</b> The learner can:
<b>LO1.</b>	<b>Understand what marketing means and how to analyse the marketing process</b>	<ul style="list-style-type: none"> <li>• Describe and explain the nature of marketing: creating customer value and engagement</li> <li>• Explain marketing strategy: partnering to build customer engagement, value and relationships</li> </ul>
<b>LO2.</b>	<b>Understand how to evaluate the marketplace and consumers</b>	<ul style="list-style-type: none"> <li>• Understand the nature and how to analyze marketing environment</li> <li>• Explain how to manage marketing information to gain customer insights</li> <li>• Demonstrate understanding about consumer markets and buyer behaviour</li> <li>• Demonstrate understanding about business markets and business buyer behaviour</li> </ul>
<b>LO3.</b>	<b>Understand how to design a customer value-driven strategy and mix</b>	<ul style="list-style-type: none"> <li>• Describe and explain customer-driven marketing strategy: creating value for target customers</li> <li>• Describe and explain products, services and brands: building customer value</li> <li>• Explain how to develop new products and manage the product life cycle</li> <li>• Describe and explain principles of pricing: understanding and capturing customer value</li> <li>• Explain and evaluate pricing strategies: additional considerations</li> <li>• Describe and explain marketing channels: delivering customer value</li> </ul>

<b>Outcomes</b>	<b>Learning outcomes</b> On successful completion of this unit a learner will:	<b>Assessment criteria for pass</b> The learner can:
		<ul style="list-style-type: none"> <li>• Describe and explain retailing and wholesaling</li> <li>• Understand how to engage consumers and communicate customer value: integrated marketing communications strategy</li> <li>• Describe and explain principles of advertising and public relations</li> <li>• Describe and explain principles of personal selling and sales promotion</li> <li>• Describe and explain the nature of direct, online, social media and mobile marketing</li> </ul>
<b>LO4.</b>	<b>Understand some views of extending marketing</b>	<ul style="list-style-type: none"> <li>• Understand the nature and how to create competitive advantage</li> <li>• Explain the global marketplace</li> <li>• Understand social responsibility and ethics</li> </ul>

## 8. Outlines

### Chapter 1. Marketing: creating customer value and engagement

- 1.1. What is marketing?
- 1.2. Understanding the marketplace and customer needs
- 1.3. Designing a customer value-driven marketing strategy and plan
- 1.4. Preparing an integrated marketing plan and programme
- 1.5. Building customer relationships
- 1.6. Capturing value from customers
- 1.7. The changing marketing landscape and economic environment

### Chapter 2. Company and marketing strategy: partnering to build customer engagement, value and relationships

- 2.1. Company-wide strategic planning: defining marketing's role
- 2.2. Planning marketing: partnering to build customer relationships
- 2.3. Marketing strategy and the marketing mix
- 2.4. Managing the marketing effort
- 2.5. Measuring and managing marketing return on investment

### Chapter 3. Analysing the marketing environment

- 3.1. The microenvironment
- 3.2. The macroenvironment

3.3. Responding to the marketing environment

## **Chapter 4. Managing marketing information to gain customer insights**

4.1. Marketing information and customer insights

4.2. Assessing marketing information needs

4.3. Developing marketing information

4.4. Marketing research

4.5. Analysing and using marketing information

4.6. Other marketing information considerations

## **Chapter 5. Consumer markets and buyer behaviour**

5.1. Model of consumer behaviour

5.2. Characteristics affecting consumer behaviour

5.3. Types of buying decision behaviour

5.4. The buyer decision process

5.5. The buyer decision process for new products

## **Chapter 6. Business markets and business buyer behaviour**

6.1. Business markets

6.2. Business buyer behaviour

6.3. Engaging business buyers with digital and social marketing

6.4. Institutional and government markets

## **Chapter 7. Customer-driven marketing strategy: creating value for target customers**

7.1. Customer-driven marketing strategy

7.2. Market segmentation

7.3. Market targeting

7.4. Differentiation and positioning

## **Chapter 8. Products, services and brands: building customer value**

8.1. What is a product?

8.2. Product and service decisions

8.3. Services marketing

8.4. Branding strategy: building strong brands

## **Chapter 9. Developing new products and managing the product life cycle**

9.1. New product development strategy

9.2. The new product development process

9.3. Managing new product development

9.4. Product life-cycle strategies

9.5. Additional product and service considerations

## **Chapter 10. Pricing: understanding and capturing customer value**

10.1. What is a price?

10.2. Major pricing strategies

10.3. Other internal and external considerations affecting price decisions

## **Chapter 11. Pricing strategies: additional considerations**

- 11.1. New product pricing strategies
- 11.2. Product mix pricing strategies
- 11.3. Price adjustment strategies
- 11.4. Price changes
- 11.5. Public policy and pricing

## **Chapter 12. Marketing channels: delivering customer value**

- 12.1. Supply chains and the value delivery network
- 12.2. The nature and importance of marketing channels
- 12.3. Channel behaviour and organisation
- 12.4. Channel design decisions
- 12.5. Channel management decisions
- 12.6. Public policy and distribution decisions
- 12.7. Marketing logistics and supply chain management

## **Chapter 13. Retailing and wholesaling channels**

- 13.1. Retailing
- 13.2. Wholesaling

## **Chapter 14. Engaging consumers and communicating customer value: integrated marketing communications strategy**

- 14.1. The promotion mix
- 14.2. Integrated marketing communications
- 14.3. A view of the communication process
- 14.4. Steps in developing effective marketing communication
- 14.5. Setting the total promotion budget and mix
- 14.6. Socially responsible marketing communication

## **Chapter 15. Advertising and public relations**

- 15.1. Advertising
- 15.2. Public relations

## **Chapter 16. Personal selling and sales promotion**

- 16.1. Personal selling
- 16.2. Managing the sales force
- 16.3. Social selling: online, mobile and social media tools
- 16.4. The personal selling process
- 16.5. Sales promotion

## **Chapter 17. Direct, online, social media and mobile marketing**

- 17.1. Direct and digital marketing
- 17.2. Forms of direct and digital marketing
- 17.3. Traditional direct marketing forms
- 17.4. Public policy issues in direct and digital marketing

## **Chapter 18. Creating competitive advantage**

- 18.1. Competitor analysis
- 18.2. Competitive strategies
- 18.3. Balancing customer and competitor orientations

## **Chapter 19. The global marketplace**

- 19.1. Global marketing today
- 19.2. Elements of the global marketing environment
- 19.3. Deciding whether to go global
- 19.4. Deciding which markets to enter
- 19.5. Deciding how to enter the market
- 19.6. Deciding on the global marketing programme
- 19.7. Deciding on the global marketing organisation

## **Chapter 20. Social responsibility and ethics**

- 20.1. Sustainable marketing
- 20.2. Social criticisms of marketing
- 20.3. Consumer actions to promote sustainable marketing
- 20.4. Business actions toward sustainable marketing
- 20.5. Marketing ethics
- 20.6. The sustainable company

## **9. Required Textbooks**

Kotler, P. and Armstrong, G. (2017), Principles of Marketing (17th Edition), Pearson

## **10. Suggested Textbooks**

Solomon, M.R. (2016), Consumer Behavior: Buying, Having, and Being, 12th edition, Pearson;

Belch and Belch (2017), Advertising and Promotion: An Integrated Marketing Communications Perspective, Mc Graw Hill, 11th edition

## **11. Schedule**

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	<b>Introduction</b>  <b>Chapter 1: Marketing: creating customer value and engagement</b>	<ul style="list-style-type: none"> <li>• Introduce about lecturer</li> <li>• Course introduction: <i>outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</i></li> <li>• What is marketing?</li> <li>• Understanding the marketplace and customer needs</li> <li>• Designing a customer value-driven marketing strategy and</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 1 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Reading the course's syllabus</li> <li>• Subgroups</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		plan <u>Activity</u> - Discuss the differences between old and newest marketing concepts	<ul style="list-style-type: none"> <li>Choose the topic of the group exercise</li> </ul>
2	<b>Chapter 1 (cont.)</b>	<ul style="list-style-type: none"> <li>Preparing an integrated marketing plan and programme</li> <li>Building customer relationships</li> <li>Capturing value from customers</li> <li>The changing marketing landscape and economic environment</li> </ul> <u>Activity</u> - Discussion the concepts - Give examples and discuss	<b>Before class:</b> <ul style="list-style-type: none"> <li>Reading chapter 1 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
	<b>Assignment coaching</b>	<ul style="list-style-type: none"> <li>Review of contents of assignment</li> <li>Answer students' questions on assignment</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>Reading the assignment brief and assignment front sheet</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
3.	<b>Chapter 2: Company and marketing strategy: partnering to build customer engagement, value and relationships</b>	<ul style="list-style-type: none"> <li>Company-wide strategic planning: defining marketing's role</li> <li>Planning marketing: partnering to build customer relationships</li> <li>Marketing strategy and the marketing mix</li> <li>Managing the marketing effort</li> <li>Measuring and managing marketing return on investment</li> </ul> <u>Activity</u> - Discussion the concepts - Give examples and discuss	<b>Before class:</b> <ul style="list-style-type: none"> <li>Reading chapter 2 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
4	<b>Chapter 3: Analysing the marketing environment</b>	<ul style="list-style-type: none"> <li>• The microenvironment</li> <li>• The macroenvironment</li> <li>• Responding to the marketing environment</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 3 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
5	<b>Chapter 4: Managing marketing information to gain customer insights</b>	<ul style="list-style-type: none"> <li>• Marketing information and customer insights</li> <li>• Assessing marketing information needs</li> <li>• Developing marketing information</li> <li>• Marketing research</li> <li>• Analysing and using marketing information</li> <li>• Other marketing information considerations</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 4 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
6	<b>Chapter 5: Consumer markets and buyer behaviour</b>	<ul style="list-style-type: none"> <li>• Model of consumer behaviour</li> <li>• Characteristics affecting consumer behaviour</li> <li>• Types of buying decision behaviour</li> <li>• The buyer decision process</li> <li>• The buyer decision process for new products</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 5 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
	<b>Tasks' assignments tutorial</b>	<ul style="list-style-type: none"> <li>• Review of contents of requirements of tasks of the assignment</li> </ul>	



Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> <li>Answer students' questions related to tasks in theirs</li> </ul>	
7	<b>Chapter 6: Business markets and business buyer behaviour</b>	<ul style="list-style-type: none"> <li>Business markets</li> <li>Business buyer behaviour</li> <li>Engaging business buyers with digital and social marketing</li> <li>Institutional and government markets</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 6 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
8	<b>Chapter 7: Customer-driven marketing strategy: creating value for target customers</b>	<ul style="list-style-type: none"> <li>Customer-driven marketing strategy</li> <li>Market segmentation</li> <li>Market targeting</li> <li>Differentiation and positioning</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 7 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
9	<b>Chapter 8: Products, services and brands: building customer value</b>	<ul style="list-style-type: none"> <li>What is a product?</li> <li>Product and service decisions</li> <li>Services marketing</li> <li>Branding strategy: building strong brands</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Discuss about some companies' marketing strategy in Vietnam.</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 8 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
10	<b>Chapter 9: Developing new products and managing the product life cycle</b>	<ul style="list-style-type: none"> <li>New product development strategy</li> <li>The new product development process</li> <li>Managing new product development</li> <li>Product life-cycle strategies</li> <li>Additional product and service</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 9 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>considerations</p> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	
11	<b>Chapter 10: Pricing: understanding and capturing customer value</b>	<ul style="list-style-type: none"> <li>• What is a price?</li> <li>• Major pricing strategies</li> <li>• Other internal and external considerations affecting price decisions</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 10 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
	<b>Tasks' assignments tutorial</b>	<ul style="list-style-type: none"> <li>• Review of contents of requirements of tasks of the assignment</li> <li>• Answer students' questions related to tasks in theirs</li> </ul>	
12	<b>Chapter 11: Pricing strategies: additional considerations</b>	<ul style="list-style-type: none"> <li>• New product pricing strategies</li> <li>• Product mix pricing strategies</li> <li>• Price adjustment strategies</li> <li>• Price changes</li> <li>• Public policy and pricing</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 11 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
	<b>Middle term exam</b>	<ul style="list-style-type: none"> <li>• Do middle term exam with 2-4 essay questions.</li> </ul>	
13	<b>Chapter 12: Marketing channels: delivering customer value</b>	<ul style="list-style-type: none"> <li>• Supply chains and the value delivery network</li> <li>• The nature and importance of marketing channels</li> <li>• Channel behaviour and organisation</li> <li>• Channel design decisions</li> <li>• Channel management decisions</li> <li>• Public policy and distribution decisions</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>• Reading chapter 12 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> <li>Marketing logistics and supply chain management</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	
14	<b>Chapter 13: Retailing and wholesaling channels</b>	<ul style="list-style-type: none"> <li>Retailing</li> <li>Wholesaling</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 13 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
	<b>Tasks' assignments tutorial</b>	<ul style="list-style-type: none"> <li>Review of contents of requirements of tasks of the assignment</li> <li>Answer students' questions related to tasks in theirs</li> </ul>	
15	<b>Chapter 14: Engaging consumers and communicating customer value: integrated marketing communications strategy</b>	<ul style="list-style-type: none"> <li>The promotion mix</li> <li>Integrated marketing communications</li> <li>A view of the communication process</li> <li>Steps in developing effective marketing communication</li> <li>Setting the total promotion budget and mix</li> <li>Socially responsible marketing communication</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 14 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
16	<b>Chapter 15: Advertising and public relations</b>	<ul style="list-style-type: none"> <li>Advertising</li> <li>Public relations</li> </ul> <p><b><u>Activity</u></b></p> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<p><b>Before class:</b></p> <ul style="list-style-type: none"> <li>Reading chapter 15 of required textbook.</li> </ul> <p><b>After class:</b></p> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
17	<b>Chapter 16: Personal selling and sales promotion</b>	<ul style="list-style-type: none"> <li>• Personal selling</li> <li>• Managing the sales force</li> <li>• Social selling: online, mobile and social media tools</li> <li>• Sales promotion</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>• Reading chapter 16 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
	<b>Tasks' assignments tutorial</b>	<ul style="list-style-type: none"> <li>• Review of contents of requirements of tasks of the assignment</li> <li>• Answer students' questions related to tasks in theirs</li> </ul>	
17	<b>Chapter 17: Direct, online, social media and mobile marketing</b>	<ul style="list-style-type: none"> <li>• Direct and digital marketing</li> <li>• Forms of direct and digital marketing</li> <li>• Traditional direct marketing forms</li> <li>• Public policy issues in direct and digital marketing</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>• Reading chapter 17 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
18	<b>Chapter 18: Creating competitive advantage</b>	<ul style="list-style-type: none"> <li>• Competitor analysis</li> <li>• Competitive strategies</li> <li>• Balancing customer and competitor orientations</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discussion the concepts</li> <li>- Give examples and discuss</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>• Reading chapter 18 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>• Do tasks of the assignment</li> </ul>
19	<b>Chapter 19: The global marketplace</b>	<ul style="list-style-type: none"> <li>• Global marketing today</li> <li>• Elements of the global marketing environment</li> <li>• Deciding whether to go global</li> <li>• Deciding which markets to enter</li> <li>• Deciding how to enter the market</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>• Reading chapter 19 of required textbook.</li> </ul> <b>After class:</b>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> <li>Deciding on the global marketing organisation</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li>Discussion the concepts</li> <li>Give examples and discuss</li> </ul>	<ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
20	<b>Chapter 20: Social responsibility and ethics</b>	<ul style="list-style-type: none"> <li>Sustainable marketing</li> <li>Social criticisms of marketing</li> <li>Consumer actions to promote sustainable marketing</li> <li>Business actions toward sustainable marketing</li> <li>Marketing ethics</li> <li>The sustainable company</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li>Discussion the concepts</li> <li>Give examples and discuss</li> </ul>	<b>Before class:</b> <ul style="list-style-type: none"> <li>Reading chapter 20 of required textbook.</li> </ul> <b>After class:</b> <ul style="list-style-type: none"> <li>Do tasks of the assignment</li> </ul>
21	<b>Feedback on the assignment</b>	<ul style="list-style-type: none"> <li>Presentations' teams</li> <li>Give comments on the assignment results</li> </ul>	Give questions and discuss each other.
22	<b>Feedback on the assignment</b>	<ul style="list-style-type: none"> <li>Presentations' teams</li> <li>Give comments on the assignment results</li> </ul>	Give questions and discuss each other.
	<b>General review and discussion</b>	<ul style="list-style-type: none"> <li>Give a general review of the course's contents and discussion</li> </ul>	

## 12. Grading policy

	Assignment	Importance
1	Class participation/ In class activities	20%
2	Midterm exam (individual)	10%
3	Group assignment	20%
4	Final exam (individual)	50%

## Class participation

Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

In addition, the students are encouraged to actively participate in discussion of case studies and discussion questions to further increase the component score.

### **Midterm exam**

In the 12<sup>th</sup> slot, students will be given a case study/a scenario with some relevance to the Principles of marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time.

### **Group assignment**

The group research assignment requires student to work with other members in some case studies or encourages students to apply knowledge and analyze aspects of marketing in a real case in order to become familiar with the reality of principles of marketing activities and then present a report. For examples:

- Analyze the marketing environment affecting marketing activities of a certain product in the current market.
- Analyze the STP strategy of a certain product in the current market.
- Analyze one of the four marketing mix policies of a certain product in the current market.

Students will choose or be assigned a case study and a group (4-5 members). As a result of the group project, each group must deliver a research report and present it. The oral presentation of each group must be no longer than 15 minutes.

### **Final exam**

The final exam consists of from two to three essay questions that might be related to any topic related to Principles of marketing in the course.