

## Fundamentals of Marketing

**Department:** Fudan International Summer Session 2024

<b>Course Code</b>	ECON170025		
<b>Course Title</b>	Fundamentals of Marketing		
<b>Credit</b>	2	<b>Credit Hours</b>	36 credit hours + 3 tutorial hours (one credit hour is 45 minutes)
<b>Course Nature</b>	<input type="checkbox"/> Specific General Education Courses <input type="checkbox"/> Core Courses <input checked="" type="checkbox"/> General Education Elective Courses <input type="checkbox"/> Basic Courses in General Discipline <input type="checkbox"/> Professional Compulsory Courses <input type="checkbox"/> Professional Elective Courses <input type="checkbox"/> Others		
<b>Course Objectives</b>	<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> <li>• To encourage you to think about how marketing influences business decisions throughout the organization.</li> </ul>		
<b>Course Description</b>	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>Teaching Methods:</b>			
Lectures and Student Project Presentation			

**Instructor's Academic Background:**

Dr. Jie Feng obtained his PhD in Marketing from Lubar School of Business, University of Wisconsin Milwaukee, his Master in Communication Management from University of Alabama Birmingham, and his Bachelor degree from Zhejiang University. Dr. Feng works as an Associate Professor of Marketing in the State University of New York (SUNY) at Oneonta. He published papers in Journals such as *Journal of Interactive Marketing*, was awarded American Marketing Association Summer Marketing Educators' Conference "Best Paper in Track Award".

**Course Schedule:****Module 1: Introduction & Marketing Strategies**

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

**Module 2: 4 Ps**

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.

Active class discussion participation is expected and encouraged in this class. Starting from the first lecture, during the class, you are expected to answer questions and participate discussions in the class.

**Grading & Evaluation (Provide a final grade that reflects the formative evaluation process):**

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

**Exams**

Exams	Time and Date	Points	Chapters Covered
Final exam (Closed-book)	TBA	330	TBA

No make-up exams.

**Group Project:**

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.

Presentations	Points	Time	Dates
4Ps	210 Points	TBA	TBA

- ✘ All members should attend the presentation.
- ✘ Plan on regular meetings outside of class time to work on the project.
- ✘ All members should contribute to the project and presentations. Document your participation and contribution.
- ✘ Upload presentation files to the drop box @ elearning.fudan.edu.cn before the presentation.

**Discussion Participation:**

Active class discussion participation is expected and encouraged in this class. Starting from the first lecture, during the class, you are expected to answer questions and participate discussions in the class. If you participate discussions, you will get **extra points**.

**Attendance Policy**

I will take class attendance in 10 occasions during the semester. Each attendance is worth 6 points. Any student who misses three or more class meetings without my prior permission will get an F.

**Teaching Materials & References (Including Author, Title, Publisher and Publishing time):**

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