

## Fundamentals of Marketing

**Department: Fudan International Summer Session**

<b>Course Code</b>	ECON170025		
<b>Course Title</b>	Fundamentals of Marketing		
<b>Credit</b>	2	<b>Credit Hours</b>	36+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>	<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>		
<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 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

**Module 3: 4 Ps (Continue...)**

Chapter 10 & 11-Marketing channels: delivering customer value; Retailing and wholesaling

Chapter 12-Communicating customer value: advertising and public relations

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

**Module 4: Marketing Environment and Consumer Behavior**

Chapter 3 Analyzing the marketing environment

Chapter 5 Understanding consumer and business buyer behavior

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

A group project will be completed. This project is intended to improve your understanding of 4Ps. This component has a total of 150 points. Groups should be formed on the first day of the class.

**Grading & Evaluation :**

	Percentage
Midterm	25%
Final	45%
Group Project	25%
Attendance	5%

There will be no make-up exam.

**Teaching Materials & References:**

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