

Fundamentals of Marketing

Department: Fudan International Summer Session 2026

Course Code	GEIS20002						
Course Title	Fundamentals of Marketing						
Credit	2	Experiment (including Computer) Credit		Practice Credit		Aesthetic Education Credit	
Credit Hours Per Week	9 credit hours per week, 36+3 tutorial hours in total (one credit hour is 45 minutes)	Education on The Hard- Working Spirit Credit Hours		Language of Instruction		Honors Course	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Type	<input type="checkbox"/> Core General Education Course <input type="checkbox"/> Specific General Education Course <input type="checkbox"/> Basic Course in General Discipline <input checked="" type="checkbox"/> Others			2+X Major :			
				<input type="checkbox"/> Professional Core Course <input type="checkbox"/> Professional Advanced Course Non 2+X Major : <input type="checkbox"/> Professional Compulsory Course <input type="checkbox"/> Professional Elective Course			
Course Objectives	<ul style="list-style-type: none"> To explain the basic terminology of marketing. To develop an understanding of marketing's impact upon an organization's success. To provide a basic understanding of marketing theory and practices driving marketing strategy in the areas of product, pricing, distribution, and promotion. 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.						
Course Requirements:							
<ul style="list-style-type: none"> Demonstrate their knowledge of marketing and skills of analysis through <u>weekly assignments and exams</u> Show their preparation for class discussions through <u>in-class discussions and activities</u> Increase their interpersonal experience by <u>working in teams</u> to prepare the final project Develop their skills to make effective, <u>business-quality presentations</u> based on their analyses of projects 							

Teaching Methods:

Lectures and Student Project Presentation

Course Director'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".

Instructor's Academic Background:

See above

Members of Teaching Team

Name	Gender	Professional Title	Department	Responsibility

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.

If you need a TA, please indicate the assignment of assistant:**Grading & Evaluation:**

	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.

Usage of Textbook: Yes(complete textbook information form below) No

Textbook Information (No more than two textbooks) :

Title	Author	ISBN	Publishing Time	Publisher	Type I	Type II
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others

Teaching References:

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