

**School of Business and Economics**

**Department of Marketing & International Business**

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| **Course Name** | **Introduction to Marketing** |
| **Course Code**  **& Section No.** | **MKT-202.13** |
| **Semester** | **Spring 2020** |

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| **Instructor Name** | Mahtab Muntazeri |
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| **Department** | **Marketing & International Business** |
| **Links** | North South University Website: <http://www.northsouth.edu>  Website for my courses: http://www.mahtab-nsu.weebly.com |

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| Course and Section Information | |
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| **Class Time & Location** | |  | | --- | |  | | |
| **Course Prerequisite(s)** | ENG 102 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | This is an introductory marketing course that facilitates the students to get a comprehensive understanding of the basic concepts of marketing. The course will cover various fields of marketing such as customer value creation, marketing environment, customer relationship management, segmentation and target Market, pricing, product development, Promotion, basic market research tools, consumer behavior, and the components of integrated marketing communication. | |
| **Course Objectives** | 1. To introduce you to the key elements in developing a marketing strategy and planning a marketing program. 2. To familiarize you with the elements of the marketing mix (product, pricing, promotion, and distribution strategies) 3. To make you understand the relationship of marketing to other functions and processes in a business organization on an integrated basis; providing real world examples of challenges and issues related to marketing. | |
| **Student Learning Outcomes** | On successfully completing this course, students will be able to ( \*\*\*THE NUMBER OF OUTCOMES WILL BE DECIDED BY THE FACULTY MEMBER)  CO 1.To define marketing frameworks for creating and capturing customer value  CO 2. To comprehend the key marketing concepts  CO 3. To breakdown and present the components of marketing plan and process  CO 4. To identify environmental forces in marketing and apply tactical marketing tools | |

**Mapping of Course Outcomes with Program Outcomes, Delivery Methods and Assessment Strategies**

**(\*\*\***The assessment tools may vary from department to department in terms of number of exams, assignments, projects and quizzes)

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|  | **Course Outcomes (CO)** | **Bloom’s taxonomy**  **domain/level**  *(***C***: Cognitive*  **P***: Psychomotor*  **A***:* *Affective)* | **Delivery methods**  **and activities (faculty members can choose any number of tools)** | **Assessment**  **tools**  **(faculty members can use any number of tools)** |
| **CO-1** | Define marketing frameworks for creating and capturing customer value | **C1** | |  | | --- | | Lecture,  Discussion | | |  | | --- | | Quiz, Exams | |
| **CO-2** | Comprehend the key marketing concepts | **C2** | |  | | --- | | Lecture, in-class group discussion | | |  | | --- | | Exams, Assignment | |
| **CO-3** | To identify and discuss and present the components of marketing plan and process | **C2, A2, P1** | Lecture,  Discussion   |  | | --- | |  | | Project & Presentation |
| **CO-4** | Identify environmental forces in marketing and apply tactical marketing tools | **C1, A2, P1** | Lecture,  Discussion | Quiz, Assignment, Exam |

Cognitive domain (knowledge-based): **C**

1: Knowledge, 2: Comprehension, 3 Application, 4 Analysis, 5: Synthesis, 6: Evaluation

The affective domain (emotion-based): **A**

1: Receiving, .2: Responding, 3: Valuing, 4: Organizing, 5: Characterizing

The psychomotor domain (action-based): **P**

1: Perception, 2: Set, 3: Guided response, 4: Mechanism, 5: Complex overt response, 6: Adaptation,   
7: Origination

**RECOMMENDED TEXT (s) – Primary and Supplementary**

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Philip Kotler  Gary Armstrong | Principles of Marketing | 15th, 2014 | Prentice Hall | 13:  978-0273786993  10: 0273786997 |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Softcopy of handouts in NSU resources/Internet through website | Information about marketing information and practices | Newspaper Articles, websites, videos, other form of articles | The instructor will provide and/or direct to the sources. |

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| Teaching Strategy |

The classes will be conducted through various activities including presentation of marketing concepts and issues, discussion and exchanges of ideas related to marketing environment, student initiative and active involvement, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme |
| Your performance in ALL the exams determines your grade. The points are distributed in the following manner: |
| |  |  | | --- | --- | | Assessment Strategy and Grading Scheme | | | **Grading tool** | **Points** | | Attendance & Class participation | 5% | | 3 Quizzes (Best 2) | 15% | | Report & Case study (Group) | 15% | | Presentation | 10% | | Midterm Exam | 25% | | Final Exam | 30% | | Total | 100% | |

NSU’s grading and performance evaluation policies will be followed in assigning your grade. Please note that all final grades are subject to departmental review and approval.

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| Classroom Rules of Conduct |

1. The ground rule for our class is respectful, open communication. We have many things to learn from one another. Every single question is appreciated!
2. When you come to the class, you become part of a learning community. Please be conscious of your community role, and work toward creating a healthy learning atmosphere in the class.
3. Don’t chat during the class. If you have to, then feel free not to attend the class at the expense of your attendance for the day. Inability to refrain from unnecessary, disruptive chatting may result in a request to leave the classroom.
4. If you have to leave the class when it is in progress, sit near the door and leave silently.
5. While in class, please switch off your cell phone. Inability to do so may result in some penalty.
6. You must seek permission before using any sort of electronic gadget in the class such as a laptop. Use of such gadgets for purposes other than note-taking during lectures is strictly prohibited.
7. Limit your eating while the class is in progress. Eat during the breaks.
8. **Academic Integrity Policy:** The School of Business and Economics does not tolerate academic dishonesty by its students. At a minimum, you must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications. You are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences. Please refer to NSU Code of Conduct at <http://www.northsouth.edu/student-code-of-conduct.html>

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| Exams and Make Up Exams Policy | | |
| Please note:   * You must come prepared for all your exams. * You must come on time. * Being late does not necessarily guarantee that you are going to get extra time for writing your tests and exam. * You must bring your own pencil, pen, eraser, calculator and any other permitted items that you may need and you are allowed during the tests and exam. * All cell phones must be switched off. * Any deviation from the standard procedures will not be taken lightly. * Any unfair means adopted in the tests and exam will be seriously dealt with. * Academic misconduct or failure to comply with NSU Examination Code of Conduct may result in F. | | |
| Attendance Policy | | |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. | | |
| Communication Policy | | |
| |  | | --- | | All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. | | | |
| Tentative Course Contents and Schedule |  |

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| **Lectures (Date)** | **Topics** | **Chapters** | **Learning Activities** | **Assessment tools** | **Learning Outcome/s** |
| 1. 21st Jan (T) | Introduction and Ice Breaking session | Introduction and Ice Breaking | Lecture |  |  |
| 2. 26th Jan (S) | Marketing: creating and capturing customer value | Chapter 1 | Lecture | Discussion | CO-1 |
| 3. 28th Jan (T) | Marketing and Company Strategy | Chapter 2 | Lecture | Discussion | CO-1 |
| 4. 2nd Feb (T) | Analyzing the marketing environment | Chapter 3 | Lecture | Discussion | CO-1 |
| 5. 4th Feb (S) | Analyzing the marketing environment | Chapter 3 | Lecture & Group Discussions | Discussion | CO-1 CO-2 |
| 6. 9th Feb (T) | Consumer market and consumer buyer behavior | Chapter 5 | Lecture & Group Discussions | Discussion | CO-1 |
| 7. 11th Feb (S) | Consumer market and consumer buyer behavior | Chapter 5 | Lecture | Discussion | CO-1 |
| 8. 16th Feb (S) | Consumer driven marketing strategy: segmentation, targeting and positioning | Chapter 7 | Lecture | Discussion | CO-2 |
| 9. 18th Feb (T) | Consumer driven marketing strategy: segmentation, targeting and positioning  **Quiz 1 (Chapter 5)** | Chapter 7 | Lecture | Discussion & Quiz  Formative Assessment | CO-1 CO-2 |
| 10. 23rd Feb (S) | **Midterm Exam** | **1, 2, 3 & 7** |  | **Summative Assessment** |  |
| 11. 25th Feb (T) | Products, services and brands | Chapter 8 | Lecture | Discussion | CO-1 CO-2 |
| 12. 1st March (S) | Products, services and brands | Chapter 8 | Lecture | Discussion | CO-1 CO-2 |
| 13. 3rd March (T) | New product development | Chapter 9 | Lecture | Discussion | CO-1 CO-2 |
| 14. 18th March (S) | Pricing  **Quiz 2 (Chapter 8)** | Chapters 10 | Lecture | Discussion & Quiz  Formative Assessment | CO-1 CO-2 |
| 15. 10th March (T) | Pricing (cont.) | Chapter 11 | Lecture | Discussion | CO-1 CO-2 |
| 16. 15th March (S) | Case Study/Project/Presentation guidelines  **Quiz 3 (Chapter 9**) |  |  | Discussion & Quiz  Formative Assessment |  |
| 17. 22nd March (S) | Marketing Channels | Chapter 12 | Lecture | Discussion | CO-2  CO-3 |
| 18. 24th March (T) | Integrated marketing communication | Chapter 14 | Lecture | Discussion | CO-2 CO-3 |
| 19. 29th March (S) | Integrated marketing communication | Chapter 14 | Lecture | Discussion | CO-2 CO-3 |
| 20. 31st March (T) | Advertising and public relations | Chapter 15 | Lecture | Discussion | CO-2 CO-3 |
| 21. 5th t April (S) | Personal selling and sales promotion | Chapter 16 | Lecture | Discussion | CO-2 CO-3 |
| 22. 7th April (T) | **Reports Due**  **Presentation** |  | Project Presentation | Summative Assessment  (Psychomotor or Skill Development) | CO-3 CO-4 |
| 23. 12th April (S) | **Presentation** |  | Project Presentation | Summative Assessment  (Psychomotor or Skill Development) | CO-3 CO-4 |
| 24. 15th April (T) | Revision/Case Study/Quiz | **10, 12, 14, 15 & 16** |  |  |  |

\*\*\* **The faculty reserves the right to make changes to the course outline.**