Welcome to the fascinating world of Marketing! Marketing is exciting and alive. Have you ever wondered why there are so many shampoo brands in the market? Do you know that many of these shampoo brands are manufactured and sold by the same company? Have you ever wondered why supermarkets are also selling their own brands of products, from eggs to cooking oil to toilet paper? Come and join us in a discovery journey to learn the answers to these questions and more. Regardless of whether you will major in marketing, this introductory course serves to primarily equip you with the basic concepts and tools in marketing and learn to apply them in the business world. At the end of the course, you will be able to understand the what, why, who, how, and where of marketing.

COURSE OBJECTIVES

This first course in Marketing aims to accomplish the following:
1. acquaint students with basic marketing principles,
2. expose students to applications of marketing principles in the real world, and
3. give students the opportunity to solve marketing problems faced by real companies.

REQUIRED TEXT

**LEARNING METHODS**

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lectures, videos, hands-on exercises, and case discussions.

You will attend a two-hour lecture every week (choose one lecture group from the three lecture groups that are available) and a two-hour tutorial every fortnight. In addition, you will be requested to serve as participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing. In addition, as research participants, you will be helping honors year and doctoral students majoring in Marketing to collect the data for their research projects on time.

**YOUR RESPONSIBILITY**

You are strongly encouraged to read the assigned text chapters, notes, articles and related news that are made available to you and do as much self-instructional learning before attending the lectures. To help you get the most out of this course, the lecturer will enhance your learning experience by showing you how the concepts are applied or can be applied in the real world. Thus, do not expect the lecturer to cover all the materials in the text chapter and in the chapter notes during the lecture. You are expected to read and learn these portions on your own. The lecturer will highlight and explain the more difficult concepts during lectures and help you understand how these can be integrated into the larger marketing framework.

Actively participating in tutorials is another effective way of learning Marketing. Each tutorial is packed with activities that supplement the materials covered in the lectures. Be an active learner – that’s the only way you can effectively learn and enjoy Marketing!

**Importantly, note that switching of tutorials is not allowed. You have to attend the tutorial class assigned to you. Your assessment marks are entered according to your tutorial groups. If you attend another tutorial group, your name will not be in that list and you will not be able to get your marks.**

If interested, you may attempt some of the questions and view the videos on the web site that is available to students. Go to [www.pearsoned-asia.com/kotler/index.htm](http://www.pearsoned-asia.com/kotler/index.htm).

**COURSE WEBSITE**

All course materials will be uploaded on the course website on IVLE ([http://ivle.nus.edu.sg](http://ivle.nus.edu.sg)). Locate the course website either by its code (MKT1003 - Semester 1, 2009/10) or by the coordinator’s name (ANG Swee Hoon).

**CLARIFICATIONS/QUERIES**

If you have queries regarding understanding of the concepts, check the lecture notes and textbook first. If upon self checking, you still are unable to quite understand the concept, then ask your tutor during the tutorial or during their consultation hours. Or, email them. Your tutors are the best source of advice and clarification. You email me only when you still need clarification after seeking your tutor’s assistance.
EVALUATION METHODS

Your course grade will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Subject Pool Participation or Project</td>
<td>10%</td>
</tr>
<tr>
<td>Group Case Assignment</td>
<td>20%</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Participation in Subject Pool (10%): Students taking this course are requested to participate in research projects. This is voluntary. This request serves three purposes: (1) to help you gain a better understanding of how academic research is carried out at tertiary institutions, (2) to help honors year and doctoral students majoring in Marketing complete their research projects on time, and (3) to acquaint you with the relationship between research and the acquisition of knowledge.

We expect that you contribute no more than 3 hours during the semester to fulfill the requirement. We will confirm the exact number of hours later. You will receive full marks for this component upon fulfilling the requirement. We will prorate the marks for students who serve less than the required number of hours. Each study is conducted in blocks of 30 minutes (e.g., half hour study, one hour study). Some studies are conducted in installments. These studies will require that you attend several sessions that are conducted over a span of a few weeks. You will be given credit for the study only if you attend the sessions.

Details on the subject pool facility will be available for download on 2nd September from the following website: [https://www.bschool.nus.edu.sg/ap/login.aspx?ReturnUrl=%2fap%2fsubjpool%2fdefault.aspx](https://www.bschool.nus.edu.sg/ap/login.aspx?ReturnUrl=%2fap%2fsubjpool%2fdefault.aspx)

If you decide not to participate in the subject pool, you will need to let me know of this by 28th August. Instead, you will be given a project to do at the end of the semester in lieu of participation in the subject pool. The requirements for this project will commensurate with the 10% marks allotted for subject pool participation.

Group Case Assignment (20%): You will team up with 4 or 5 other members in your tutorial group to work on a marketing case. Your group is expected to submit a report and present its contents to the tutorial group (see “Lecture & Tutorial Schedule” section of this handout for the date of presentation for your group). The case presentation will be 30 minutes long with another 10 to 15 minutes for Questions and Answers.

A hardcopy of the report should be submitted on the day of presentation at the beginning of the class. 5 marks will be deducted for each late submission. Group case assignment will be made during your tutorials.

All reports should follow the following format:

- 1 ½ line spacing
- Times Roman 12
- No more than 8 pages, inclusive of figures, tables, references etc.
- Double-sided printing
Feedback regarding your group’s performance on the case will come in two ways. First, during and immediately after the presentation, your tutor will ask questions and comment on your presentation. Such feedback should be taken constructively for your improvement. Second, during the last tutorial session (weeks 11 and 12), your tutor will return your case assignment with written comments as well as an evaluation guide. For the last case, your tutor will arrange how to return his/her comments to you.

The criteria for case evaluation are:

- Analytical reasoning
- Feasibility of recommendations, if applicable
- Articulation and Conviction of ideas
- Organization of ideas/thought processes

Your tutors will indicate how well your group has performed on the various criteria and furnish written comments for improvement and encouragement.

To reward team mates who went beyond the call of duty as well as to discourage those who do not put in their fair share, team mates may complete a Peer Evaluation Form to request for moderation in marks for this component. **You do not have to hand in this form if no moderation is requested.** Please hand in this form to your tutor immediately after the case presentation. Please note that tutors have the last say on whether to moderate or not.

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**PEER EVALUATION**

**CASE ASSIGNMENT**

**MKT1003 PRINCIPLES OF MARKETING**

(TO BE HANDED IN IMMEDIATELY AFTER CASE PRESENTATION)

Your Name: _________________________________________

Tutorial Group: ______________________________________

Case: _______________________________________________

Name of Your Team Mate: __________________________________

Moderation to Case Marks:

<table>
<thead>
<tr>
<th>50% Less</th>
<th>20% Less</th>
<th>10% Less</th>
<th>10% More</th>
<th>20% More</th>
<th>50% More</th>
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</table>

Reasons why for moderation:

___________________________________________________________________________

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To help you get started in case analysis, there are several web sites that give pointers on how to analyze a case.
(e.g., http://www.swlearning.com/management/hitt/hitt_student/case_analysis.html).

I have reproduced one from: http://college.hmco.com/business/resources/casestudies/students/writing.htm which may help you.

It is not a hard-and-fast rule that you have to follow the following format. Please use it as a guide when answering the questions at the end of the case. Alternatively, you can answer the case questions directly. You make the decision as to which format you feel more comfortable with.

WRITING A CASE STUDY ANALYSIS

Often, as part of your course requirements, you will need to present to your instructor with a written case analysis. This may be an individual or a group report. Whatever the situation, there are certain guidelines to follow in writing a case analysis that will improve the evaluation your work will receive from your instructor.

All reports begin with an introduction to the case. In it you outline briefly what the company does, how it developed historically, what problems it is experiencing, and how you are going to approach the issues in the case write-up. Do this sequentially by writing, for example, “First, we discuss the environment of Company X. . . Third, we discuss Company X’s business-level strategy. . . Last, we provide recommendations for turning around Company X’s business.”

In the second part of the case write-up, the strategic-analysis section, do the SWOT (Strengths-Weaknesses-Opportunities-Threats) analysis, analyze and discuss the nature and problems of the company’s business-level and corporate strategy, and then analyze its structure and control systems. Make sure you use plenty of headings and subheadings to structure your analysis. For example, have separate sections on any important conceptual tool you use. Tailor the sections and subsections to the specific issues of importance in the case.

In the third part of the case write-up, present your solutions and recommendations. Be comprehensive, and make sure they are in line with the previous analysis so that the recommendations fit together and move logically from one to the next. The recommendations section is very revealing because your instructor will have a good idea of how much work you put into the case from the quality of your recommendations.

Following this framework will provide a good structure for most written reports, though obviously it must be shaped to fit the individual case being considered. Some cases are about excellent companies experiencing no problems. In such instances, it is hard to write recommendations. Instead, you can focus on analyzing why the company is doing so well, using that analysis to structure the discussion. Following are some minor suggestions that can help make a good analysis even better.

1. Do not repeat in summary form large pieces of factual information from the case. The instructor has read the case and knows what is going on. Rather, use the information in the case to illustrate your statements, to defend your arguments, or to make salient points. Beyond the brief introduction to the company, you must avoid being descriptive; instead, you must be analytical.
2. Make sure the sections and subsections of your discussion flow logically and smoothly from one to the next. That is, try to build on what has gone before so that the analysis of the case study moves toward a climax. This is particularly important for group analysis, because there is a tendency for people in a group to split up the work and say, “I’ll do the beginning, you take the middle, and I’ll do the end.” The result is a choppy, stilted analysis because the parts do not flow from one to the next, and it is obvious to the instructor that no real group work has been done.

3. Avoid grammatical and spelling errors. They make the report sloppy.

4. In some instances, cases dealing with well-known companies don’t include up-to-date research because it was not available at the time the case was written. If possible, do a search for more information on what has happened to the company in subsequent years. Following are sources of information for performing this search:

The World Wide Web is the place to start your research. Very often you can download copies of a company’s annual report from its Web site, and many companies also keep lists of press releases and articles that have been written about them. Thoroughly search the company’s Web site for information such as the company’s history and performance, and download all relevant information at the beginning of your project.

Compact disk sources such as Lotus One Source and InfoTrac provide an amazing amount of good information, including summaries of recent articles written on specific companies that you can then access in the library.

F&S Predicasts provide a listing on a yearly basis of all the articles written about a particular company. Simply reading the titles gives an indication of what has been happening in the company.

Companies themselves provide information if you write and ask for it.

Fortune, BusinessWeek, and Forbes have many articles on companies featured in most cases.

Standard & Poor's industry reports provide detailed information about the competitive conditions facing the company's industry. Be sure to look at this journal.

If you follow the guidelines in this section, you should be able to write a thorough and effective evaluation.

Individual Assignment (10%): During the 1st tutorial, the assignment will be participated by everyone for a “trial” regarding how marketing questions are answered. No hardcopy is needed. Your tutor will also allocate one assignment that you have to do individually later in the semester. You will need to hand in a hardcopy of what you have done for that tutorial to your tutor. For the other tutorials, it will be collective participation by the class.

Each written assignment should follow the following format:

• 1 ½ line spacing
• Times Roman 12
• No more than 4 pages long
• Double-sided printing
Students are advised against plagiarism. Plagiarism is a serious offence and will be dwelt with accordingly.

You will be graded both on content as well as writing. Hence, beyond knowing your concepts and applications, you will also need to demonstrate convincing arguments and clear thought processing.

Your tutor will return your assignment during the following tutorial with comments. A grade will be given ranging from C- to A+. This grade, as with all other grades, is a tentative guide of your performance as all grades will be moderated at the end of the course.

We are furnishing the feedback on the individual assignment early so that the constructive comments can help you improve.

**Individual Class Participation (10%):** This component includes a combination of class attendance and quality of class participation. Your tutor may, from time to time, request for extra individual assignments, in addition to the 10% required individual assignments above, to be handed in for grading.

Class participation can range from 0 to 10. **Regular attendance during tutorials does not constitute full marks of 10%.** Educated participation during tutorials is also essential.

**Final Examination (50%):** The final examination constitutes 50% of your grade for the course and is a two-hour closed-book paper. The format will most likely be in the form of multiple choice and short-answer questions.

- All lecture notes and chapters in textbook as indicated in the schedule are included in the exam. If a chapter is not mentioned in the schedule, it will not be examinable.
- Most materials in the lecture notes are also in the textbook. Some are not. All are also examinable.
- Some materials in the textbook will not be covered during the lecture. These materials are also examinable.
- Cases and individual assignments during the tutorials are **not** included, although going through them helps you to apply marketing principles to the commercial world and to refresh the principles covered in the assignments.
- You do not need to memorize definitions, but you need to understand the concepts.

Your 2-hour exam is on **November 28** (Sat) at 1 pm.
<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Date (week beginning)</th>
<th>Lecture Topics (Subject Pool info)</th>
<th>Text Chapters</th>
<th>Tutorial Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 10</td>
<td>Course Introduction</td>
<td>Chapter 1</td>
<td>No Tutorial</td>
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<tr>
<td></td>
<td></td>
<td>Introduction to Marketing</td>
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<td>2</td>
<td>August 17</td>
<td>The Marketing Environment</td>
<td>Chapter 3</td>
<td>No Tutorial</td>
</tr>
<tr>
<td>3</td>
<td>August 24</td>
<td>Marketing Intelligence</td>
<td>Chapter 4</td>
<td>Tutorials for Odd Week groups only</td>
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<td><em>Bring your laptop to lecture. We'll have hands on real database search together</em></td>
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<td>Please confirm via email if you DO NOT want to take part in the Subject Pool</td>
<td></td>
<td>Getting to Know You</td>
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<td></td>
<td>Allocating Individual Assignments</td>
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<td></td>
<td>Individual Assignment All (all to participate; no hardcopy needed)</td>
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<td>4</td>
<td>Aug 31</td>
<td>Consumer Buying Behavior</td>
<td>Chapter 5</td>
<td>Tutorials for Even Week groups only</td>
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<td>Getting to Know You</td>
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<td>Allocating Individual Assignments</td>
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<td>Individual Assignment All (all to participate; no hardcopy needed)</td>
</tr>
<tr>
<td>5</td>
<td>Sep 7</td>
<td>Consumer Buying Behavior</td>
<td>Chapter 5</td>
<td>Tutorials for Odd Week groups only</td>
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<td>Chapters 2 &amp; 7</td>
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<td>Individual Assignment 1</td>
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<td>Individual Assignment 2</td>
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<tr>
<td>6</td>
<td>Sep 14</td>
<td>Segmenting, Targeting, &amp; Positioning (cont’d)</td>
<td>Chapters 2 &amp; 7</td>
<td>Tutorials for Even Week groups only</td>
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<td>Individual Assignment 1</td>
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<td>Individual Assignment 2</td>
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</tbody>
</table>

**Mid-Semester Break**
<table>
<thead>
<tr>
<th>Week</th>
<th>Date (week beginning)</th>
<th>Lecture Topics</th>
<th>Text Chapters</th>
<th>Tutorial Activities</th>
</tr>
</thead>
</table>
| 7    | Sep 28               | Creating & Managing the Product | Chapter 8     | Tutorials for Odd Week groups only  
Group 1 Toyota Prius (Chap 3)  
Individual Assignment 3 |
| 8    | Oct 5                | New-Product Development & Product Life Cycle Strategies | Chapter 9     | Tutorials for Even Week groups only  
Group 1 Toyota Prius (Chap 3)  
Individual Assignment 3 |
| 9    | Oct 12               | Pricing the Product | Chapters 10 & 11 (only the topics covered in lecture are examinable) | Tutorials for Odd Week groups only  
Group 2 L’Oreal (Chap 7)  
Group 3 Sony (Chap 9)  
Individual Assignment 4 |
| 10   | Oct 19               | Distribution | Chapters 12 & 13 (only the topics covered in lecture are examinable) | Tutorials for Even Week groups only  
Group 2 L’Oreal (Chap 7)  
Group 3 Sony (Chap 9)  
Individual Assignment 4 |
| 11   | Oct 26               | Integrated Marketing Communications  
Subject Pool Studies end on October 30 | Chapter 14     | Tutorials for Odd Week groups only  
Group 4 Toys R Us (Chap 8)  
Group 5 Neptunas Group (Chapter 14)  
Individual Assignment 5 |
| 12   | Nov 2                | Integrated Marketing Communications: Advertising, PR, Personal Selling, & Sales Promotion.  
Direct Marketing & Online Marketing | Chapters 15, 16, & 17 | Tutorials for Even Week groups only  
Group 4 Toys R Us (Chap 8)  
Group 5 Neptunas Group (Chapter 14)  
Individual Assignment 5 |
| 13   | Nov 9                | Last Lecture - Review  
Careers in Marketing | Review Your Questions | Tutorials for Odd Week Groups only  
Tutors return outstanding assignments & cases  
Review |
| 14   | Nov 16               |                      |               | Tutorials for Even Week Groups only  
Tutors return outstanding assignments & cases |
TUTORS

The tutors for this course are:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regina Chow</td>
<td><a href="mailto:mktv7@nus.edu.sg">mktv7@nus.edu.sg</a></td>
</tr>
<tr>
<td>Luke Lee</td>
<td><a href="mailto:mktv13@nus.edu.sg">mktv13@nus.edu.sg</a></td>
</tr>
<tr>
<td>Janet Liau</td>
<td><a href="mailto:mktv1@nus.edu.sg">mktv1@nus.edu.sg</a></td>
</tr>
<tr>
<td>Violet Lim</td>
<td><a href="mailto:mktv4@nus.edu.sg">mktv4@nus.edu.sg</a></td>
</tr>
<tr>
<td>Samantha Sim</td>
<td><a href="mailto:mktv6@nus.edu.sg">mktv6@nus.edu.sg</a></td>
</tr>
<tr>
<td>Tamaki Tanaka</td>
<td><a href="mailto:mktv15@nus.edu.sg">mktv15@nus.edu.sg</a></td>
</tr>
<tr>
<td>Wong Pei Wen</td>
<td><a href="mailto:mktv2@nus.edu.sg">mktv2@nus.edu.sg</a></td>
</tr>
</tbody>
</table>

Please email your tutors if you have questions regarding the content in the textbook, lecture materials, or tutorial cases/assignments. If they are unable to answer your queries satisfactorily, then please see me during consultation hours to discuss.

My details are:

Consultation Hours: Tuesday 9 to 10 am; Thursday 9 to 10 am
Office Number: Biz Building 1, #04-38
Email: bizangsh@nus.edu.sg

To prepare for exam, I will be available for consultation on November 24 and 26 from 10 am to 12 noon.