MKT1003 Principles of Marketing

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Course Objectives

This is an introductory course in marketing. It seeks to acquaint participants with an understanding of the principles, concepts, theories and techniques in marketing.

It also attempts to provide participants with opportunities to make simple applications of these marketing principles, concepts, theories and techniques through exercises, case studies and projects.

Text


Topics

Definition and Objectives of Marketing
Marketing Planning Process
Macro-Environment
Consumer Behaviour
Organizational Buying Behaviour
Marketing Research
Segmentation, Targeting, Positioning and Differentiating
Product and Services Marketing, New Product Development Process
Pricing Decisions
Supply Chain and Marketing Channels Decisions
Retailing and Wholesaling Decisions
Integrated Marketing Communications Decisions
Advertising, Sales Promotion, Publicity, Sales Management and Personal Selling
Marketing Ethics
**Course Assessment**

Tutorial Attendance and Participation - 10%

Subject Pool - 10%

Individual Assignment - 15%

Group Assignment - 15%

Final Examination (open book, short essays, MCQ) - 50%