

# DONGGUAN UNIVERSITY OF TECHNOLOGY

## School of Economics and Management

### Course Syllabus

Spring 2018

#### Course Information

Course Code	
Course Title	Marketing
Course Category	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Credit(s)	3
Classroom	3202 Guancheng Campus
Total Hours	48
Hours per week	3
Practical Hours	6
Lab Practice Hours	None
Time	wednesday 14:30-17:15
Required Textbook	P. Kotler, G. Armstrong, "Principles of Marketing : Global Edition" (16th Edition). Pearson 2016, ISBN: 9721292092485.
Supplementary Materials	P.Kotler, K.Keller, T.Lu, "Marketing Management in China". Pearson 2017, ISBN:9789880018176
Prerequisites	Principles of Management

#### Assessment and Grading

Assignments	Percent of Final Grade
Attendance	10%
Midterm exam	40%
Final exam	50%
Total	100%
Assignments	Percent of Final Grade

#### Course Description

In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. This course helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand

how to create value and build customer relationships, It presents fundamental marketing information within an innovative customer-value framework.

Thoroughly revised to reflect the major trends impacting contemporary marketing, this course is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

## Course Objectives

- To understand the marketplace and customer needs and wants.
- To design a customer value-driven marketing strategy.
- To construct an integrated marketing program that delivers superior value.
- To build profitable relationships and create customer delight.
- To capture value from customers to create profit customer equity.

## Policies

### ➤ **Attendance Policy**

Students cannot incur more than two unexcused absence for whole semester.

### ➤ **Participation Policy**

Students should participate every in-class discussion and experiment.

### ➤ **Policy on Assignments and Quizzes**

All assignments and exam should complete by yourself. Late assignments will be accepted without penalty only in cases of legitimate absences and only if the student has contacted the lecturer in advance regarding the reasons for the late assignment. If you miss a class, you must get previous class material from one of your student contacts. See the rubrics of assessment event for the detailed of evaluation.

Before/After Class - Students should expect to spend an adequate amount of time on reviewing the textbook, course handouts and finalizing the group homework before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the coming individual/group presentations/activities conscientiously prepared before the class.

### ➤ **Plagiarism**

If it is caught that you take another person's work, ideas, or words, and using them as if they were your own, then the corresponding assignment will be scored zero. You can use others' work in a proper way of referencing.

### ➤ **Classroom Policies**

■ English - You are highly encouraged to speak English in the class and

actively exchange your ideas, opinions and critical thinking with others.  
Make sure to speak English even during small-group or paired activities.

- Late coming student should provide a reasonable excuse based on the microeconomic theory and share it in class. If there is no excuse, treat as absent.
- If there is a question, stop the instructor any time, and ask for an answer. Your question is others' question with a very high probability.
- Please be considerate of your fellow students during class presentations. Talking during the presentation will result in a 1% deduction from your final grade.

## Theory Teaching Course Schedule

Week/Date	Topic	Required Reading and Assignments
Week1	Chapter 1, Creating Customer Value and Engagement Ideological and political learning 1: Introduce Chinese traditional consumption value.	Page 26, Amazon: Obsessed with Creating Customer Value and Relationship Page 62, Nike's Customer Driven Marketing: Building Brand Engagement and Community
Week2	Chapter 2, Partnering to Build Customer Engagement, Value, and Relationships	
Week3(One hour)	Chapter 3, Analyzing the Marketing Environment Ideological and political learning 2: Help students know Chinese marketing environment deeply.	Page 92, Microsoft: Adapting to the Fast changing Digital Marketing Environment Page 164, GoPro: Be a Hero!
Week4	Chapter 4, Managing Marketing information to Gain Customer Insights	
Week5	Chapter 5, Customer Market and Buyer behavior	
Week6	Chapter 6, Partnering to Build Customer Engagement, Value, and Relationships	
Week7	Chapter 7, Creating Value for Customers	Page 220, Airasia: Success in targeting the Right Markets Page 254, The ESPN Brand: Every Sport Possible-Now
Week8(One hour)	Chapter 8, Building Customer Value	

Week9	INTERNATIONAL LABORS DAY	Page292, Google: The New Product Moonshot Factory Page322, JCPenny: Struggling to Find a Successful Pricing Strategy Page 374, Netflix’s Channel Innovation: Finding the Future by Abandoning the Past Page 472, Geico: From Bit Player to Behemoth through Good Advertising Page 500, P&G,: It’s Not Sales, It’s “customer Business Development”
Week10	Chapter 9, New Product Development and Product Life-circle Strategies Ideological and political learning 3: Help students understand the market, profit and the trend of Chinese market.	
Week11	Chapter 10, Understanding and Capturing Customer Value; ● Midterm exam	
Week12	Chapter 11, Price Strategies: Additional Considerations	
Week13	Chapter 12, Marketing Channels: Delivering Customer Value	
Week14	Chapter 13, Retailing and Wholesaling	
Week15	Chapter 14, Engaging Customers and Communicating Customer Value	
Week16	Chapter 15, Advertising and Public Relations	

## Practical Teaching Course Schedule

Week/Date	Topic	Required Reading and Assignments
3/Mar. 21 (One hour)	Case study of Part One	Chapter 1, Creating Customer Value and Engagement
		Chapter 2, Partnering to Build Customer Engagement , Value, and Relationships
8/Apr. 24 (One hour)	Case study of Part Two	Chapter 7, Creating Value for Customers
		Chapter 8, Building Customer Value
		Chapter 9, New Product Development and Product Life-circle Strategies
		Chapter 10, Understanding and Capturing Customer Value
		Chapter 11, Price Strategies: Additional Considerations
		Chapter 12, Marketing Channels: Delivering Customer Value

		Chapter 13, Retailing and Wholesaling
		Chapter 14, Engaging Customers and Communicating Customer Value
		Chapter 15, Advertising and Public Relations
		Chapter 16, Personal Selling and Sales Promotion
		Chapter 17, Direct, Online, Social Media, and Mobile Marketing
17/Jun. 26 18/Jul. 3 (Four hours)	Group Presentation	Preparing for the Demonstration
<p>Date:</p> <p>Reviewed by</p> <p>Signature</p> <p>Director of</p> <p>Department of International Business and Management</p>		