

American University of Central Asia
Bachelor of Business Administration

Syllabus

Course Number: MRK 302.1
Course Name: Introduction to Marketing
Number of Credits: 6

Course Purposes: The course aims at:

- Familiarizing students with concepts and models relevant to understanding marketing and marketing management;
- Providing students with an overview of marketing and its various aspects in historical perspective;
- Providing overviews of the individual areas and tools of marketing and marketing management;
- Providing a toolkit to develop a coherent marketing approach;
- Keeping students updated about recent trends in marketing and marketing management;
- Encouraging critical conceptual thinking and improving presentation and teamwork skills.

Course Description:

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course analyzes the role of marketing in creating customer satisfaction, discusses the importance of market segmentation, targeting and positioning, starting from understanding customer needs and translating these into superior perceived value, quality and service for the target market, illustrates how to compose an effective marketing program and stresses the application of concepts through the use of case studies.

Student Learning Outcome/Objectives of this course:

- Students will be able to understand how marketing can contribute to growth and create comparative advantage, thus supporting the overall corporate strategy.
- Students will be able to adopt a systematic approach to planning and evaluating marketing activities.
- Students will be more familiar with the language and methodology used in marketing and marketing research.
- Students should be able to understand and apply learned marketing concepts to real world marketing challenges.
- Students will be able to understand the strategic role marketing plays within an organization and the transversal challenges faced by marketing professionals in both large and small organizations.

Expectations:

- You should expect to be provided with a broad and comprehensive exposure to current thinking and research related to the course, and related impacts on individuals and organizations.
- It is anticipated you will exert the necessary effort to read the assigned material, participate in class discussions, and be present on a regular basis.
- As a result, it is expected you will take ownership of the learning process and hold yourself accountable and responsible for the acquisition and integration of the knowledge and learning related to the subject content and processes.
- Your acquisition of knowledge, and the grade you earn for the course, will be direct reflections of the amount of effort and commitment you make during the semester.

Academic Dishonesty:

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Head of Business Administration department for administrative review.

Course Materials

Item	Author(s)	Reference
1	Philip Kotler, Gary Armstrong	Principles of Marketing, 14 th global edition (2012), Pearson.

Course Policies

Issue	Policy
Changes	The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.
Submission of assignments	Written assignments are to be completed in APA style Format in class on the date they are due. Assignments are to be submitted online through e-course. Late submission will account for -15% of achieved grade.

Grade Component	Percent
Class Attendance/ participation	10%
Group projects/ Case studies	20%
Individual projects	20%
Midterm Exam	25%
Final Exam	25%
Total	100%

Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 – 93	C	76 – 73
A-	92 – 90	C-	72 – 70
B+	89 – 87	D+	69 – 67
B	86 – 83	D	66 – 63
B-	82 – 80	D-	62 – 60
C+	79 – 77	F	59 - 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. *Late assignments will not be accepted for grading.* If commitments make submitting assignments on schedule impossible, students must consult with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

Group Presentation:

- Teams of 4-5 people will be formed.
- Each team will give interactive oral presentation analyzing a case study. The team will need to answer questions from the class during and after the presentation.
- Each team will have 20 minutes for presentation and then time for Q&A.
- Oral presentation will be graded for the delivery of content
 - Content includes whether your presentation was accurate, complete, specific, detailed, and error free. Were appropriate analytical tools included? Were they

correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? Tell exactly when, how, where, and why your recommendations are appropriate.

- Everyone on your team will receive the same final grade on your oral presentation. Each member should do their fair share of work on preparing and presenting the case analysis.
- During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analysis presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analysis or information. Helpful criticism, praise, and compliments should be given, as appropriate.

Exams:

There are two examinations in the course and they comprise 50% of your grade. The exam questions are designed to evaluate your mastery of the reading material and lectures. The content of the exams will include questions, readings and lectures. All course materials are “important.” Lectures are designed to illustrate and exemplify each chapter.

Attendance and participation:

Students are expected to be prepared by reading the materials before class, complete the given assignments on time and participate in the class discussions.

Attending all classes should be in student’s interest. Missing more than three classes without medical excuse can lead to more severe consequences (see course rules).

Office hours and contacting your professor

To contact the professors, use the available office hours, e-mail or speak with the Business Administration office manager. During office hours, no appointment is necessary; however, prior notice would be appreciated.

Tentative Schedule with due dates for assignments

#	Date	Lecture Topic	Readings Assignment
Week 1	19 th Jan.	Introduction to the course. Marketing: Creating and Capturing Customer Value	1
	21 st Jan.	Continuation/ case study/ discussion	
Week 2	26 th Jan.	Company and Marketing Strategy; Building Customer Relationship	2
	28 th Jan.	Continuation/ case study/ discussion	
Week 3	2 nd Feb.	Analyzing the Marketing Environment	3
	4 th Feb.	Continuation/ case study/ discussion	
Week 4	9 th Feb.	Managing Marketing Information to Gain Customer Insights	4
	11 th Feb.	Continuation/ case study/ discussion	
Week 5	16 th Feb.	Consumer Markets and Consumer Buyer Behavior Individual Assignment Due	5
	18 th Feb.	Continuation/ case study/ discussion	
Week 6	23rd Feb.	Defender's Day (No classes)	
	25 th Feb.	Business Markets and Business Buying Behavior	6
Week 7	14 th Oct.	Continuation/ case study/ discussion	
	1 st March	Customer-Driven Marketing Strategy: Creating Value for Target Customers	7
Week 8	3rd March	Mid Term Exam	
	8th March	Women's Day (No classes)	
Week 9	10 th March	Product, Services, and Brands: Building Customer Value	8
	15 th March	Continuation/ case study/ discussion	
Week 10	17 th March	New-Product Development and Product Life-Cycle Strategies	9
	22nd March	Spring break	
Week 11	24th March	Spring Break	
	29 th March	Pricing: Understanding and Capturing Customer Value Pricing Strategies	10 11
Week 12	31 st March	Continuation/ case study/ discussion	
	5 th Apr.	Marketing Channels: Delivering Customer Value Retailing and Wholesaling	12 13
Week 13	7 th Apr.	Continuation/ case study/ discussion Individual Assignment Due	
	12 th Apr.	Communicating Customer Value: Integrated Marketing Communications Strategy	14
Week 14	14 th Apr.	Continuation/ case study/ discussion	
	19 th Apr.	Advertising and Public Relations Personal Selling and Sales Promotion Direct and Online Marketing: Building Direct Customer Relationships	15 16 17
Week 15	21 st Apr.	Continuation/ case study/ discussion	

	26 th Apr.	Creating Competitive Advantage The Global Marketplace Sustainable Marketing Social Responsibility and Ethics	18 19 20
Week 16	28 th Apr.	Continuation/ case study/ discussion	
	3rd May	Group Presentations	
Week 17	5th May	Constitution Day (No classes)	
	10th May	Final Exam	