



**East China Normal University  
GEC International Summer School**

**MKT21: Principles of Marketing**

**Term: June 16<sup>th</sup> to July 18<sup>th</sup>, 2025**

**Class Hours: Monday through Friday, 110 minutes each day (2,750 minutes in total)**

**Instructor: Naixiang Feng**

**Home Institution: University of International Business and Economics**

**Office hours: TBD**

**Email: nxfeng@yahoo.com**

***Course Description***

This course focuses on the marketing system, its foundations and institutions. Topics include the marketing environment, product, planning, promotion, pricing, distribution, consumer decision-making, strategic alliances and relationship marketing. Students will use case studies to develop their problem solving abilities

*Prerequisite: None. BUS11 or ECO11 recommended*

***Course Overview***

This course is designed to introduce business students to the fundamental concepts and principles of marketing. The knowledge you gain on this course should help you understand how well thought out and carefully implemented marketing strategies can help businesses succeed in a competitive environment. This understanding and two skills you will have to practice in this course (i.e., analytical, and communicational) will make you a more valuable employee whether you choose a career in marketing or in other fields.

For students majoring in marketing, this course will provide the foundations for more advanced courses and work experience. For students majoring in other disciplines, this course will help you understand how marketing impacts your functional area and will familiarize you with the mindsets of marketers with whom you will interact professionally.



At a more personal level, this course will help you become a “better” and more “responsible” consumer. Understanding basic marketing theories and practices, you will be able to make more informed purchasing decisions. You will be able to identify unethical marketing practices and know how to discourage such acts in the marketplace.

### ***Learning Objective***

A student who satisfactorily completes this course should:

#### **Content-related Outcomes:**

- Appreciate the role of marketing in business
- Know that marketing puts customers at the center of its thinking in its quest for profitability
- Recognize the importance of research in the marketing process
- Know basic marketing principles and understand their underlying rationale

#### **Cognitive and Application Related Outcomes:**

- Identify and analyze marketing problems; develop creative solutions to address them; articulate reasons for choosing various solutions
- Understand that there are rarely clear-cut situations in marketing. Develop skills to make sound assumptions in dealing with uncertainties
- Make effective oral presentations to persuade a target audience
- Develop a coherent marketing plan for a product and provide sound rationale for chosen strategies
- Using simple marketing concepts, observation, and reasoning, construct basic marketing principles
- Develop skills to be a participating and effective member of a team

### ***Required Text***

*Marketing*, Dhruv Grewal and Michael Levy, McGraw-Hill, third edition.

(ISBN#: 978-0-07-802883-0)



### ***Course Hours***

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday. ECNU awards 3 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

### ***Attendance***

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.

### ***Grading Policy***

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

Attendance & Participation	20%
Small Assignments (at least 2)	5%*2=10%
Midterm Exam	20%
Final Exam	30%
Marketing Plan Group Presentation	20%

### ***General Expectations***

Students are expected to:

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade.
- Arrive to class on-time: Late arrivals are disruptive to your fellow students and to the conduct of the class.
- Complete the day's required reading and assignments before class



- Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading
- Refrain from texting, phoning or engaging in computer activities unrelated to class during class (不要用手机) It is highly disrespectful to the professor and to the class.
- Participate in class discussions and complete required written work on time.

### ***Course Schedule***

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

#### *Week 1*

- *Day 1*
  - *Course outline*
  - *Orientation*
- *Day 2*
  - *Overview of Marketing (Ch.1)*
- *Day 3*
  - *Developing Marketing Strategies and a Marketing Plan (Ch.2)*
- *Day 4*
  - *Developing Marketing Strategies and a Marketing Plan (Ch.2, continued)*
- *Day 5*
  - *Marketing Ethics (Ch.3)*

#### *Week 2*

- *Day 1*
  - *Analyzing the Market Environment (Ch.4)*
- *Day 2*
  - *Consumer Behavior (Ch.4&5)*
- *Day 3*
  - *Consumer Behavior (Ch.5 continued)*
- *Day 4*
  - *Segmentation, Targeting, and Positioning (Ch.8)*
- *Day 5*



- *Segmentation, Targeting, and Positioning (Ch.8, continued)*

### Week 3

- Day 1
  - *Midterm Exam (covering Ch.1, 2, 3, 4, 5, &8)*
- Day 2
  - *First Team Meeting*
- Day 3
  - *1<sup>st</sup> P-Product (Ch 10, 11 &12)*
- Day 4
  - *1<sup>st</sup> P-Product and brief team meeting*
- Day 5
  - *2<sup>nd</sup> P-Price (Ch 13&14)*

### Week 4

- Day 1
  - *2<sup>nd</sup> P-Price and brief team meeting*
- Day 2
  - *3<sup>rd</sup> P-Place and brief team meeting (Ch 15 & 16)*
- Day 3
  - *4<sup>th</sup> P-Promotion (Ch 17 & 18)*
- Day 4
  - *4<sup>th</sup> P-Promotion and brief team meeting*
- Day 5
  - *Movie: "Outsourced"*

### Week 5

- Day 1
  - *Movie: "Outsourced"*
- Day 2
  - *Final Team Meeting*
- Day 3
  - *Marketing Plan Presentations*
- Day 4
  - *Marketing Plan Presentations*
- Day 5
  - *Final exam*



### ***Academic Honesty***

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.