

## **Annexe A: New/Revised Course Content in OBTL+ Format**

### **Course Overview**

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	AY2024-2025
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1 Semester 2
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Course Title	MARKETING FOR THE 21ST CENTURY
Course Code	BU5501
Academic Units	3
Contact Hours	39
Research Experience Components	Not Applicable

## Course Requisites (if applicable)

Pre-requisites	
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

## Course Aims

This course aims to provide a firm understanding of marketing and is designed for students who have chosen to specialise in disciplines other than business. As you may already know, a working knowledge of marketing is beneficial wherever your career takes you. We will discuss basic principles of marketing. However, the focus is on its application and how this understanding could potentially enhance your future performance in your chosen field.

A hands-on approach is expected and activities have been incorporated to encourage observation and enhance analytical ability. The course will require you to analyse businesses, evaluate alternatives, collaborate with team members, lead discussions, present your analysis and propose recommendations on selected organisations.

The course will begin by discussing sustainable marketing in the global context. We continue with marketing strategy and customer value. This requires an understanding of the business environment and buyer behaviour. We then focus on the 4 P's, namely product, price, place and promotion.

## Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Explain marketing concepts, its implementation and practice.
ILO 2	Explain how a self-selected company, organisation or brand (COB) conducts its business
ILO 3	Identify marketing issue(s) that is likely to inhibit the COB from attaining its objectives
ILO 4	Make recommendations for the COB to overcome the marketing issues(s) identified
ILO 5	Participate in class discussions to share different points of view of assigned cases
ILO 6	Collaborate with your team members in marketing project

## Course Content

The following topics will be covered during the course: 1. Overview of marketing 2. Sustainable global marketing 3. Marketing strategy and customer value 4. Analysing the environment and understanding the market 5. Customer driven marketing strategy and competitive advantage 6. Product management 7. Pricing management 8. Channel management 9. Integrated marketing communications

## Reading and References (if applicable)

Recommended Text • [KA] Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson, 18th edition, 2021 [Call No.HF5415.K87 2021] Permalink to ebook – [https://ntusp.primo.exlibrisgroup.com/permalink/65NTU\\_INST/12u36pr/alma991016628408805146](https://ntusp.primo.exlibrisgroup.com/permalink/65NTU_INST/12u36pr/alma991016628408805146) Readings  
Apart from those provided in the course materials, you are also encouraged to read widely and learn from various sources of information, such as the following: • Business Times, Singapore • McKinsey Quarterly • Forbes • Financial Times • The Economist • Fortune • Asian Wall Street Journal Many of the above are available as free apps on Google Play and/or Apple App Store

## Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Lecture 1: Introduction + Marketing Overview	1	Assigned cases		
2	Lecture 2: Sustainable Global Marketing	1	Ch 19 & 20		
3	Lecture 3: Marketing Strategy and Customer Value • Company and marketing strategy • Creating & capturing value	1, 5, 6	Ch 1 & 2		
4	Lecture 4: Analysing the Environment & Understanding the Market • Micro- and macro- environments • Buyer Behaviour	1, 2, 3, 6	Ch 3 & 5		
5	Lecture 5: Customer Driven Marketing Strategy & Competitive Advantage • Segmentation, targeting, positioning and differentiation • Competitive strategies	1, 2, 3, 6	Ch 7 & 18		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
6	Lecture 6: Product Management • Product and services • Branding strategy • New product development • Product life cycles	1, 2, 3, 6	Ch 8 & 9		
7	Lecture 7: Pricing Management • Factors to consider • Pricing strategies	1, 2, 3, 6	Ch 10 & 11		
8	Lecture 8: Channel Management • Strategy and logistics management • Retailing and wholesaling	1, 2, 3, 6	Ch 12 & 13		
9	Lecture 9: Integrated Marketing Communication s • Advertising, Public Relations, Personal Selling, Sales Promotion, Direct and Online Marketing	1, 3, 4, 5, 6	Ch 14, 15, 16 & 17		
10	eLearning	1, 3, 4, 5, 6			

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
11	No Lecture	1, 3, 4, 5, 6			
12	No Lecture	1, 5			
13	No Lecture	1, 4, 5			

## Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lecture	The interactive lectures allows you to think critically and share your ideas with the class. It helps the instructor assess students' level of understanding and how to make improvements progressively to achieve learning outcomes.
Team project presentation	You are required to present your findings and rationale for selecting the COB and the corresponding issue(s). You are assessed on your ability to identify the pertinent environmental factors, threats, opportunities, weaknesses and strengths of the COB, its positioning and differentiation strategies. You are required to present your recommendations and justifications for the COB. Feasibility of implementation of these recommendations will be assessed.
Individual assignment	You are required to complete an online training course and pass the corresponding certification exam. This activity helps you learn to use social media tools for marketing and obtain certification that is recognized by industry.
Quiz	You are assessed on your understanding of key marketing concepts.
Class participation	This component will be assessed throughout the course. Responses to questions raised and comments initiated by you will count towards participation marks.
In-class activities	Some learning outcomes for this course are skills which are practical in nature and cannot be achieved by reading and writing. The achievement of such learning outcomes requires hands-on experience, in-class activities provide such opportunities.

# Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Others(Individual Assignment)	ILO1	Acquisition of knowledge	5	Individual	Holistic	Multistructural
2	Continuous Assessment (CA): Project(Team project (in-class presentation))	ILO1, ILO2, ILO3, ILO4, ILO6	Problem solving & decision making, Teamwork & Interpersonal Skills, Oral Communication	40	Team	Holistic	Extended Abstract
3	Continuous Assessment (CA): Test/Quiz([quiz/test])	ILO1	Acquisition of knowledge	20	Individual	Analytic	Relational
4	Continuous Assessment (CA): Class Participation([class participation])	ILO1, ILO5	Acquisition of knowledge	15	Individual	Holistic	Extended Abstract
5	Summative Assessment (EXAM): Final exam(Physical Online Test [Exam])	ILO1, ILO4	Problem solving & decision making, Written communication	20	Individual	Holistic	Extended Abstract

Description of Assessment Components (if applicable)

Formative Feedback

You will receive verbal feedback during class discussions. For team project, you will receive verbal feedback during the project consultation session. Summative feedback will be provided after project presentation. You will receive summative feedback for the quiz.

# NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Collaboration	Basic
Communication	Intermediate
Decision Making	Intermediate
Problem Solving	Basic



# Course Policy

## Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

## Policy (General)

You are expected to complete all assigned pre-class readings and activities, attend all lectures and seminar classes punctually and take all scheduled assignments and quiz by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for lecture and seminar sessions you have missed. You are expected to participate in all seminar discussions and activities including the field trip.

## Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

## Policy (Others, if applicable)

### (3) Late submission of assignments

No excuses will be entertained for late submission and 10 marks will be deducted from each assignment item for each calendar day the submission is late.

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Last Updated By: Elaine Chan