

**COURSE OUTLINE: BU5501 Marketing for the 21<sup>st</sup> Century**

<b>Academic Year</b>	2022/2023	<b>Semester</b>	2
<b>Course Coordinator</b>	Dr Boey Yew Tung		
<b>Course Code</b>	BU5501		
<b>Course Title</b>	Marketing for the 21 <sup>st</sup> Century		
<b>Pre-requisites</b>	None		
<b>No of AUs</b>	3		
<b>Contact Hours</b>	39		
<b>Proposal Date</b>	-		

**A) 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.

**B) Intended Learning Outcomes (ILO)/Objectives**

This course is an introduction to marketing and it aims to provide a basic understanding of this discipline. By the end of this course, you should be able to:

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

**C) 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

**D) Assessment (includes both continuous and summative assessment)**

Component	ILO Tested	NBS Learning Goal (Refer to Annex E for list)	Weighting	Team/ Individual	Assessment Rubrics (Please insert rubrics as Appendix)
1. Class participation	ILO 1 ILO 5	Acquisition of knowledge	15%	Individual	Annex A <b>Class Participation Rubric</b>
2. Team project (in-class presentation)	ILO 1 ILO 2 ILO 3 ILO 4 ILO 6	Problem solving & decision making Teamwork & Interpersonal Skills Oral Communication	40%	Team (Minimum 4 members to present)	Annex A <b>Team Project Presentation Rubric</b>
3. Individual assignment	ILO 1	Acquisition of knowledge	5%	Individual	N.A.
4. Quiz	ILO 1	Acquisition of knowledge	10%	Individual	N.A.
5. Continuous assessment	ILO 1 ILO 4	Problem solving & decision making Written communication	30%	Individual	Annex A <b>Continuous Assessment Rubric</b>
<b>Total</b>			<b>100%</b>		

**Assessment details:****(1) Class participation (15%)**

This course requires both individual study and interactive learning; therefore learning in class will occur as you verbalise your views, ideas, analysis, observations and questions. Participation in class and discussions are critical and will be assessed throughout the course. This is an important component as it develops analytical thinking, “thinking-on-the-foot”, and enables you to develop alternate perspectives. It is essential that you bring into the discussions your respective experiences as well as thoughts formed as a result of your study. Responses to questions raised and comments initiated by you will also count towards the participation marks.

**Class Participation Rubric** will be used for grading this component.

**(2) Team project (40%)**

You are required to form a team (~5 members) to study any marketing related aspect of any company/ organisation/ brand (hereafter **COB**); after which present your observations, analysis and recommendations for improvement.

**a. Project proposal (10%)**

A proposal (maximum 1,200 words, 12-point font, 1-inch margin, double spaced) is due in class in Seminar #4 (Week #5) that includes:

- Your choice of COB and marketing issue(s) to be studied
- Rationale for selection
- Preliminary ideas
- Project management plan (Gantt chart with milestones, showing major task delegation among team members, not counted towards page limit)
- You will receive verbal feedback during the project consultation session

**b. Project presentation (30%)**

You are required to present your project within 15 minutes, followed by a 5-minute Q&A session. At least four team members are required to present. A written report is NOT required. You are to submit all presentation materials in softcopy via NTULearn. Download "Declaration of Academic Integrity" from NTULearn site to be used as the 1<sup>st</sup> slide. Please ensure your names are clearly written. No excuses will be entertained and 10 marks will be deducted for each calendar day the submission is late. **Team Project Presentation Rubric** will be used for grading this assignment. You will receive summative feedback on your project following your presentation.

**c. Peer Evaluation**

All members are required to complete a peer evaluation for project work. You will evaluate your team members after completion of project presentations using the **Peer Evaluation Rubric** via eureka. Submitted ratings are confidential.

We will use a member's ratings to award marks for the team project to other members by computing the average rating that a member receives from other members. A member's mark for the team project will be computed as follows:

- If a member's average rating is  $\geq 75\%$ , the member will receive 100% of the overall mark awarded to the team project.
- If a member's average rating is  $< 75\%$ , the member will receive a corresponding percentage of the overall mark awarded to the team project.

**(3) Individual Assignment (5%)**

You are required to complete and obtain certification for an online training programme that is widely recognized by industry. Submission of the certificate showing your name as per Matriculation Card via NTULearn is considered completion of this assignment. You are advised to capture the acknowledgement screen upon successful submission of your assignments, as a backup in a case of system malfunction.

**(4) Quiz (10%)**

There will be a quiz comprising 25 multiple-choice questions. **These are to be answered in 40 minutes during your respective seminar class.** The quiz is **NOT open-book** and will cover lecture topics 1 to 9. The quiz is scheduled in Week 12.

Absentees without valid reasons will **NOT** be awarded any marks.

**(5) Continuous assessment (10% + 20% = 30%)**

You are required to complete **two (2)** continuous assessments that comprise short questions based on situations described in the questions. Continuous Assessment #1 (10%) will be due before Recess Week. Continuous Assessment #2 (20%) will be due at the end of semester.

You will be allowed to use reference materials including hard-copy printed and written materials as well as online resources. Examples include articles, magazines, journals, newspapers, books, lecture notes, tutorial notes and dictionaries. These external materials should not be copied / included in your submitted answers. That is, only your own write-up (not submitted to another assignment) for the continuous assessment submitted using the Answer Document via Turnitin can be graded. **Continuous Assessment Rubric** will be used for grading this assessment. More details are provided in the appropriate Seminar Note.

**E) 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 and continuous assessment.

**F) 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.

Lectures: 1 ½ hours per week on Thursdays, 4:30 to 5:50 pm, LT 26 until further notice

Seminars: 2 hours per week at respective times, physical classes subject to changes

**G) Reading and References**Recommended Text

- **[KA]** Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson, 18<sup>th</sup> 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
- Financial Times
- Asian Wall Street Journal
- McKinsey Quarterly
- The Economist
- Forbes
- Fortune

Many of the above are available as free apps on Google Play and/or Apple App Store.

**H) Course Policies and Student Responsibilities****(1) 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.

**(2) 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.

**(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.

**I) 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. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

**J) Course Instructor**

Instructor	Office Location	Phone	Email	Consultation Hours
Dr Boey Yew Tung	S3 B1B 70	6790 4805	<a href="mailto:ytboey@ntu.edu.sg">ytboey@ntu.edu.sg</a>	By appointment

**K) Planned Weekly Schedule**

Week No.	Lecture topics	ILO	Readings	Seminar classes	
Week 1	Lecture 1: Introduction + Marketing Overview	ILO 1	Assigned cases	No.	No seminar
Week 2	Lecture 2: Sustainable Global Marketing	IOL 1	Ch 19 & 20	1.	Overview Expectations Team formation
Week 3	Lecture 3: Marketing Strategy and Customer Value <ul style="list-style-type: none"> <li>Company and marketing strategy</li> <li>Creating &amp; capturing value</li> </ul>	ILO 1 ILO 5 ILO 6	Ch 1 & 2	2.	Discussion questions
Week 4	Lecture 4: Analysing the Environment & Understanding the Market <ul style="list-style-type: none"> <li>Micro- and macro-environments</li> <li>Buyer Behaviour</li> </ul>	ILO 1 ILO 2 ILO 3 ILO 6	Ch 3 & 5	3.	Marketing activity by all teams + COB analysis framework
Week 5	Lecture 5: Customer Driven Marketing Strategy & Competitive Advantage <ul style="list-style-type: none"> <li>Segmentation, targeting, positioning and differentiation</li> <li>Competitive strategies</li> </ul>	ILO 1 ILO 2 ILO 3 ILO 6	Ch 7 & 18	4.	Field trip (virtual) + Project proposal due
Week 6	Lecture 6: Product Management <ul style="list-style-type: none"> <li>Product and services</li> <li>Branding strategy</li> <li>New product development</li> <li>Product life cycles</li> </ul>	ILO 1 ILO 2 ILO 3 ILO 6	Ch 8 & 9	5.	Preparation for Continuous Assessment + Discussion questions
Week 7	Lecture 7: Pricing Management <ul style="list-style-type: none"> <li>Factors to consider</li> <li>Pricing strategies</li> </ul>	ILO 1 ILO 2 ILO 3 ILO 6	Ch 10 & 11	6.	Project consultation + Continuous Assessment 1 due

Not numbered	<i>Recess</i>				
Week 8	Lecture 8: Channel Management <ul style="list-style-type: none"> <li>• Strategy and logistics management</li> <li>• Retailing and wholesaling</li> </ul>	ILO 1 ILO 2 ILO 3 ILO 6	Ch 12 & 13	7.	Project consultation + Online certification due
Week 9	Lecture 9: Integrated Marketing Communications <ul style="list-style-type: none"> <li>• Advertising, Public Relations, Personal Selling, Sales Promotion, Direct and Online Marketing</li> </ul>	ILO 1 ILO 3 ILO 4 ILO 5 ILO 6	Ch 14, 15, 16 & 17	8.	Team Project presentation + Discussions questions
Week 10	eLearning	ILO 1 ILO 3 ILO 4 ILO 5 ILO 6		9.	Team Project presentation + Discussion questions
Week 11	No Lecture	ILO 1 ILO 3 ILO 4 ILO 5 ILO 6		10.	Team Project presentation + Discussion questions
Week 12	No Lecture	ILO 1 ILO 5		11.	Quiz + Discussion questions
Week 13	No Lecture	ILO 1 ILO 4 ILO 5		12.	Course review + Continuous Assessment 2

**ANNEX A: ASSESSMENT CRITERIA FOR CONTINUOUS ASSESSMENT RUBRIC**

Traits		Performance									
<b>Communication Outcome</b>	<ul style="list-style-type: none"> <li>Has a clear message for audience</li> <li>Maximizes likelihood of audience accepting the message</li> </ul>	<b>Not Yet</b> Minimal attention to purpose of the assigned task and main point is unclear to reader.	<b>Substantially Developed</b> The writer's purpose is readily apparent to the reader; maintains focus on purpose and writes consistently.								
		<b>Evaluation: Not Yet</b> <u>1</u> <u>2</u> <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>8</u> <u>9</u> <u>10</u> <b>Substantially Developed</b>									
<b>Design Factors</b>	<b>Organization</b> <ul style="list-style-type: none"> <li>States the main point clearly</li> <li>Organises information logically and coherently</li> </ul>	<b>Not Yet</b> Organization of ideas and content is ineffective and unfocused; paragraphs are not coherent and transitions are lacking.	<b>Substantially Developed</b> Organization of ideas and contents clearly creates understanding; Paragraphs contain coherent ideas that are effectively connected with transitions. Writing is well focused and concise, with clear introduction and conclusion.								
		<b>Evaluation: Not Yet</b> <u>1</u> <u>2</u> <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>8</u> <u>9</u> <u>10</u> <b>Substantially Developed</b>									
	<b>Content</b> <ul style="list-style-type: none"> <li>Presents relevant information</li> <li>Makes and supports claims with evidence and examples</li> </ul>	<b>Not Yet</b> Uses inappropriate and irrelevant content to develop simple ideas in some parts of the work.	<b>Substantially Developed</b> Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.								
		<b>Evaluation: Not Yet</b> <u>1</u> <u>2</u> <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>8</u> <u>9</u> <u>10</u> <b>Substantially Developed</b>									
	<b>Language control</b> <ul style="list-style-type: none"> <li>Uses standard grammar and vocabulary</li> <li>Uses correct spelling and punctuation</li> </ul>	<b>Not Yet</b> Uses language that sometimes impedes meaning because of error in usage.	<b>Substantially Developed</b> Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.								
		<b>Evaluation: Not Yet</b> <u>1</u> <u>2</u> <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>8</u> <u>9</u> <u>10</u> <b>Substantially Developed</b>									

**ANNEX A: ASSESSMENT CRITERIA FOR TEAM PROJECT RUBRIC**

Traits		Performance									
<b>Communication Outcome</b>	<ul style="list-style-type: none"> <li>Has a clear message for audience</li> <li>Maximizes likelihood of audience accepting the message</li> </ul>	<b>Not Yet</b> Central message is not explicitly stated in the presentation. Main points are not clearly identified, audience unsure of the direction of the message.	<b>Substantially Developed</b> Central message is precisely stated; main points are clearly identified.								
		<b>Evaluation: Not Yet 1 2 3 4 5 6 7 8 9 10 Substantially Developed</b>									
<b>Design Factors</b>	<b>Content</b>	<b>Not Yet</b> Content is erroneous or irrelevant; references and supporting materials are absent. Lacks of depth in content and little insights are exhibited. Presentation falls outside set time parameters.	<b>Substantially Developed</b> Content is accurate, thorough, and directly on point; strong support and references are provided. Exhibits depth and insight in content. Effective use of time and stays within time parameters.								
		<b>Evaluation: Not Yet 1 2 3 4 5 6 7 8 9 10 Substantially Developed</b>									
	<b>Structure</b>	<b>Not Yet</b> Organizational pattern (specific introduction and conclusion, sequenced materials within the body, and transitions) is not observable.	<b>Substantially Developed</b> Organizational pattern is clearly and consistently observable and makes the content of the presentation cohesive.								
		<b>Evaluation: Not Yet 1 2 3 4 5 6 7 8 9 10 Substantially Developed</b>									
<b>Verbal</b>	<ul style="list-style-type: none"> <li>Speaks at appropriate speed and volume</li> <li>Uses correct grammar and pronunciation</li> </ul>	<b>Not Yet</b> Grammar, pronunciation and word choice are deficient. Vocal delivery is too soft or too fast to understand; gap-fillers interfere with expression.	<b>Substantially Developed</b> Free of errors in grammar and pronunciation; good choices of word enhance clarity of expression. Vocal delivery is varied and dynamic. Speech rate, volume, and tone facilitate audience comprehension. Minimal gap fillers.								
		<b>Evaluation: Not Yet 1 2 3 4 5 6 7 8 9 10 Substantially Developed</b>									
<b>Non-Verbal</b>	<ul style="list-style-type: none"> <li>Establishes eye contact</li> <li>Uses gestures and movement to convey energy and confidence</li> </ul>	<b>Not Yet</b> Eye contact, posture, gestures, movement and facial expressions are inappropriate and significantly distracting.	<b>Substantially Developed</b> Eye contact, posture, gestures, movement and facial expressions make the presentation compelling, and speaker appears polished and confident.								
		<b>Evaluation: Not Yet 1 2 3 4 5 6 7 8 9 10 Substantially Developed</b>									

**ANNEX A: ASSESSMENT CRITERIA FOR CLASS PARTICIPATION RUBRIC**

Traits	Performance				
	1	2	3	4	5
<b>Attendance</b>	< 50% attendance	Between 50% and <60% attendance	Between 60% and <80% attendance	Between 80% and <100% attendance	100% attendance
<b>Engagement</b>	Hardly focuses in class (e.g. using mobile phone, unnecessary chatting most of the time)	Frequently engages in distracting activities (e.g. using mobile phone, unnecessary chatting) in class.	Occasionally engages in distracting activities (e.g. using mobile phone, unnecessary chatting) in class.	Engages in class activities most of the time	Engages fully in class
<b>Contribution frequency</b>	Does not speak up/contribute in class	Occasionally speaks up/contributes in class	Frequently speaks up/contributes in class	Speaks up/contributes in class most of the time	Speaks up/contributes in all classes
<b>Contribution quality</b>	No contributions/ Contributions lack substance	Contributions demonstrate weak understanding of subject matter	Contributions demonstrate fair understanding of subject matter	Contributions demonstrate good understanding of subject matter	Contributions are constructive and insightful

**ANNEX A: ASSESSMENT CRITERIA FOR TEAMWORK AND INTERPERSONAL SKILLS (PEER EVALUATION) RUBRIC**

<b>Teamwork &amp; interpersonal skills</b>				
Please evaluate each of your team members on the following traits using the scale of 1 to 4. Team member displays traits all of the time (4), most of the time (3), some of the time (2) or none of the time (1)				
<b>Criteria</b>	<b>Performance</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Co-operating in tasks assigned</b>	None of the time	Some of the time	Most of the time	All of the time
<b>Participating in discussions and tasks</b>	None of the time	Some of the time	Most of the time	All of the time
<b>Proactive in providing ideas, and solutions</b>	None of the time	Some of the time	Most of the time	All of the time
<b>Willing to share and exchange ideas and opinions positively</b>	None of the time	Some of the time	Most of the time	All of the time
<b>Respectful and supportive of other members' ideas and efforts</b>	None of the time	Some of the time	Most of the time	All of the time