

COURSE SYLLABUS

TRAINING LEVEL: UNDERGRADUATE

TRAINING FORM: FULL-TIME

1. COURSE NAME:

PRINCIPLES OF MARKETING

Code: **MKMA1104**

Number of Credit: 3 credits

2. DEPARTMENT IN CHARGE OF INSTRUCTION: MARKETING

Office: R103, N6, National Economics University Campus

Office Hours: 7.00-11.30; 13.30-17.00, Monday to Friday

Office Telephone: 04.36280280 ext. 5769

3. PRE-REQUISITE: MICROECONOMICS 1

4. COURSE DESCRIPTION:

The course introduces students with basic knowledge of marketing, the role of marketing within an organization; the content needed to learn about the market, marketing environment and consumer behavior. The course also introduces tools to collect marketing information and data system provision for marketing decisions - information system and marketing research. The course also introduces the specific methods of marketing strategies to reach customers - market, market segmentation, target market selection, positioning. Finally the course will focus on introducing 4 typical marketing tools in the field of physical product business to deploy the strategy, marketing plan, namely: Product; Price; Distribution; Marketing Communications (mix promotion). The course is considered the basis for the accumulation of the depth of marketing course.

5. COURSE OBJECTIVES:

After completing the course, students should understand the nature, ideology and the basic philosophy of marketing. At the same time, students should understand the basic decisions of marketing as well as the scope of issues to be analyzed in order to make effective marketing decisions.

6. COURSE CONTENT:

TENTATIVE SCHEDULE

<i>No</i>	<i>Contents</i>	<i>Total hours</i>	<i>In details</i>		<i>Notes</i>
			<i>Theory</i>	<i>Practice, Discussion, Exams</i>	
1	Chapter 1	6	4	2	<i>Classroom needs to be equipped with</i>

2	Chapter 2	4	3	1	<i>projectors, loudspeakers sufficient to facilitate the implementation of practical exercises and group discussions.</i>
3	Chapter 3	3	2	1	
4	Chapter 4	6	4	2	
5	Chapter 5	6	4	2	
6	Chapter 6	4	2	2	
7	Chapter 7	4	3	1	
8	Chapter 8	4	3	1	
9	Chapter 9	4	3	1	
10	Chapter 10	4	3	1	
	Total	45	31	14	

CHAPTER 1: OVERVIEW OF MARKETING

Chapter 1 introduces the birth and development of marketing and equips students to become familiar with the basic concepts of marketing, understanding of the role and position of marketing in the enterprise. The next section of the chapter refers to the content of marketing management and marketing with the new challenges of our time.

1.1. The essence of marketing

1.1.1. The birth and development of marketing

1.1.2. The concept of marketing and related concepts

1.2. The role and position of marketing in the enterprise

1.3. Marketing management

1.3.1. The concept of marketing management

1.3.2. The marketing management perspective

1.3.3. Managing the marketing process

1.4. The new challenges of marketing

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 1.
2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014
3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 2: MARKETING ENVIRONMENT

This chapter will focus on the opportunities and challenges, strengths and weaknesses on the basis of analysis of the environmental elements of marketing. First, to identify environmental factors, how to put them in the overall relationship of the entire system of corporate marketing activities. Subsequently, this chapter will present an overview and nature affecting marketing decisions of the environmental elements of marketing, including marketing micro and macro environment. The last part of the chapter is a

detailed analysis of individual influence of environmental factors towards micro and macro marketing to the marketing decisions of companies.

2.1. Overview of marketing environment

2.1.1. Concept

2.1.2. Classification

2.2. Micro marketing environment

2.2.1. Factors inside the enterprise

2.2.2. Factors outside the enterprise

2.3. Macro marketing environment

2.3.1. Demographic environment

2.3.2. Economic environment

2.3.3. Natural environment

2.3.4. Environmental technology

2.3.5. Political and legal environment

2.3.6. Social and cultural environment

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 3.
2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014
3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 3: MARKETING INFORMATION AND RESEARCH SYSTEM

This chapter introduces the information and marketing research system of the business, as its meaning for the decision-making process of marketing management and implementing a marketing research project.

3.1. Marketing information system

3.1.1. Concept and part of marketing information system

3.1.2. The role of marketing information system

3.2. Marketing research

3.2.1. Detecting the problems and research objectives

3.2.2. Research planning

3.2.3. Data collection

3.2.4. Data processing and analyzing

3.2.5. Write a report

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 2.
2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014
3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 4: MARKET AND CONSUMER BEHAVIOR

This chapter focuses on identifying consumer markets and their characteristics, the research model of purchasing behavior of consumers and the factors that affect their buying behavior. In addition, this chapter also introduces the market organization and customer buying behavior of organizations which will help participants identify the type of market - mainly institutional clients and their buying behavior characteristics. All these studies help us to affirm a core tenet of marketing: different customers, their buying behavior and therefore different ways of doing marketing with businesses.

4.1. Consumer market

4.1.1. Overview of consumer market

4.1.2. Consumer behavior

4.1.3. The fundamental factors affecting consumer behavior

4.1.4. Buying decision making process

4.2. Market organization and customer buying behavior

4.2.1. Market and buying behavior of manufacturing firms

4.2.2. Market and buying behavior of commercial enterprises

4.2.3. Market and buying behavior of other organizations

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 4.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 5: MARKET SEGMENTS, TARGET MARKET SELECTION AND POSITIONING

This chapter refers to the steps of the process of objective marketing, including 3 contents. (1) Market segment. This section raises reason to conduct business segments, benefits of market segments, requirements, basis and criteria of market segments. (2) Select the target market. This step includes the following tasks: evaluation of market segments, the selection of market and the type of target marketing strategies to meet the target market. (3) Market positioning - how to differentiate businesses to create the image, strengthen its position and enhance its competitiveness in the market.

5.1. Target marketing process

5.1.1. Overview of target marketing

5.1.2. The steps of targeted marketing

5.2. Segmentation

5.2.1. The concept of market segmentation

5.2.2. Reason for segmentation

5.2.3. Requirements for market segments

5.2.4. The market segmentation criteria

5.3. Target market selection

5.3.1. The concept of target market

5.3.2. Assessment of market segments

5.3.3. The options for the target market

5.3.4. The methods for target market marketing

5.4. Positioning and positioning strategy

5.4.1. The concept and strategy of positioning

5.4.2. The steps in the process of selecting positioning strategy

5.4.3. Implement strategic positioning

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 5.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 6: MARKETING STRATEGY ESTABLISHMENT AND IMPLEMENTATION

This chapter focuses on understanding the system of corporate strategy, through this will clarify the relationship between the overall business strategy of the company with marketing strategy, marketing strategies with organizational strategies. In addition, the chapter will present marketing strategy and marketing plan development. The final part of the chapter is the organization and implementation of marketing.

6.1. The system of corporate strategy

6.1.1. Business strategy

6.1.2. Strategy function

6.2. Develop strategic marketing plan

6.2.1. Develop marketing strategy

6.2.2. Develop marketing plan

6.3. Organization of implementing marketing

6.3.1. Organization of the marketing department

6.3.3. Implement marketing

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 6.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 7: DECISION ON THE PRODUCTS

The first part of the chapter will learn about the concept of marketing products, including product concept, the level of the constituent units of the product, product classification. Next, the chapter will cover issues related to branding and brand strategy. It was followed by the decision relating to the packaging, service and product portfolio. The final section of the chapter will learn about business marketing strategy which will change the product life cycle.

7.1. Product marketing perspective

7.1.1. What is the product?

7.1.2. Product level

7.1.3. Product category

7.2. The decision concerning each product

7.2.1. Decide the characteristics of the product

7.2.2. Decide packaging products and services

7.2.3. The decision of each product brand

7.3. Decide the type and product category

7.3.1. The definition of product category

7.3.2. Decision of breadth of product category

7.3.3. Decision of catalogs

7.4. The decision on the brand

7.5. Development of new products

7.5.1. Overview of new products

7.5.2. The development phase of new products

7.6. Product life cycle

7.6.1. What is product life cycle?

7.6.2. The stages in the life cycle of the product

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 7.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 8: DECISION ON PRICES

This chapter will explore the outline of specifications, study the factors inside and outside which influence to decide on the price, process and valuation methods, the pricing strategy: pricing strategy for the new products, the pricing strategy for product catalogs, price adjustment strategies and strategic change.

8.1. The general issue of price

8.1.1. The concept of price

8.1.2. The role of price

8.2. The main factors affecting the pricing decision

8.2.1. Internal factors

8.2.2. External factors

8.3. The process determining the basic price

8.3.1. Identify target valuation

8.3.2. Identify target market demand

8.3.3. Determine the cost to serve for valuation

8.3.4. Analysis of product and price competition

8.3.5. Choice of valuation methods

8.3.6. Selection of specific price

8.4. The pricing strategy

8.4.1. Pricing strategy for new products

8.4.2. Pricing strategy for product catalog

8.4.3. Price discrimination

8.4.4. Price change

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 8.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 9: DECISION ON DISTRIBUTION

This chapter focuses on how the topic of manufacturing enterprises will be implemented to deliver goods to the consumer? And how to further enhance the value provided to customers? The first part of the chapter refers to the substance, the decision relating to the design and management of distribution channels. The next content will address the physical distribution decisions - logistics operations and will eventually study of the two most important middlemen - wholesalers and retailers - through how they make marketing decisions.

9.1. The nature and importance of distribution channels

9.1.1. Channel definition

9.1.2. The importance and function of distribution channels

9.2. Structural, organizational behavior and marketing channels

9.2.1. The structure of distribution channels

9.2.2. Behavior in the channel

9.2.3. Organization of distribution channels

9.3. Managing distribution channels

9.3.1. Design channel

9.3.2. Distribution channel management

9.4. Material distribution

9.5. Marketing of wholesale, retail business

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 9.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

CHAPTER 10: MARKETING COMMUNICATION DECISION

Chapter 10 studies the 4th variable of the marketing mix - it's marketing communications. The company not only seeks to create value for customers but also communicates clear and compelling value to target customers. Media marketing is not a single tool but a set including 5 different tools. For effective marketing communication those 5 tools must be coordinated with each other in the best way in order to successfully implement the goals of marketing communication objectives.

10.1. Overview of marketing communications

10.1.1. The essence of marketing communications

10.1.2. The process of marketing communications

10.1.3. Communication tools

10.2. Develop communications program

10.2.1. Building process of communications program

10.2.2. Establishment of media coordination

10.2.3. Determine a budget for communication activities

10.3. The decisions relating to each of the communication tools

10.3.1. Advertisement

10.3.2. Public relations

10.3.3. Personal selling

10.3.4. Sales promotion

10.3.5. Online marketing

References of the chapter:

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012, Chapter 10.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

7. REQUIRED TEXTBOOK & COURSE MATERIALS

Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2010.

8. RECOMMENDED TEXTS & OTHER READINGS

1. Prof. Dr. Tran Minh Dao, "Basic Marketing Curriculum", Published by the National Economics University Publishing House, 2012.

2. Philip Kotler and Gary Armstrong, "Principles of Marketing", 15th edition, Pearson Education, 2014

3. Philip Kotler, "Marketing 3.0", Ho Chi Minh City General Publishing House, 2011

9. ASSESSMENT & GRADING POLICY:

(1) Participation, class discussion (10%): The rating is based on the level of attendance and enthusiasm of the students in the classroom.

(2) Test (20%): The rating is based on the results of the mid-term test.

(3) Group assignment (20%): The rating is based on team work attitude, resulting in completing assigned work and personal contribution in the process of learning and discussion.

(4) Final exam (50%): The rating is based on the final exam.

o Conditions for final exam: students must attend a minimum of 70% or more of the course.

o Type of exam: Duration is 90 minutes with 10 questions in the form of True/False (3 points), with an explanation; 10 multiple-choice questions (a, b, c, d, e) (2 points); 1 essay question (2 points) and 1 small case study (3 points). However, the type of examination questions may vary according to the regulations of the university, but will be announced early in the learning process and not later than three weeks before the final exam.

o Note: Students may not use the material as homework when doing the exam

10. LECTURERS

- Module supervisor: GS.TS. Trần Minh Đạo

- Participated lecturers: PGS.TS. Trương Đình Chiến ThS. Hoàng Đức PGS.TS. Vũ Minh Đức ThS. Trần Thị Việt Hà ThS. Dương Thị Hoa TS. Phạm Hồng Hoa PGS.TS. Phạm Thị Huyền TS. Nguyễn Thu Lan GS.TS. Nguyễn Viết Lâm TS. Nguyễn Hoài Long ThS. Đinh Vân Oanh ThS. Phạm Thị Kim Thanh ThS. Nguyễn Thanh Thủy PGS. Vũ Huy Thông TS. Phạm Văn Tuấn.

Hanoi, May 29th 2018

HEAD OF DEPARTMENT

PRESIDENT

ASSOC PROF. DR. PHAM THI HUYEN

PROF. DR. TRAN THO DAT