

DETAILED COURSE SYLLABUS

(Decision of NEU.....,2019)

1. GENERAL INFORMATION

<i>- Title</i>	Principle of Marketing
<i>- Course Numer</i>	CLC-MKMA1104E
<i>- Specialized Education Courses</i>	
<i>- Number of credits:</i>	3
<i>+ Theoretical hour</i>	25
<i>+ Discussion and group work hour:</i>	15
<i>- Prerequisite</i>	No

2. LECTURER'S INFORMATION

Full name: Lê Thùy Hương

Title: PhD

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3. COURSE DESCRIPTIONS

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

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.

4. LEARNING RESOURCES: COURSE BOOKS, REFERENCE BOOKS, AND SOFTWARES

Course Book:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017

Reference Books:

- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC, 2010.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", 2016

5. COURSE GOALS

G1	Interpret and explain the essence of marketing and marketing philosophies.	PLO2.1.1	III
G2	Interpret and explain the marketing execution process towards effective marketing decisions. Understand STP process.	PLO2.1.2	III
G3	Interpret and explain micro and macro factors in the marketing environment.	PLO2.2.1	III
G4	Interpret and explain the essence of 4Ps, apply the knowledge in marketing activities of organizations	PLO2.4.1	III

6. COURSE LEARNING OUTCOMES

Table 6.1. Course learning outcomes

PLO	CLO	Description	Capacity level
[1]	[2]	[3]	[4]
PLO2.1.1	CLO1.1.1	Understand and apply basic marketing concepts	III
	CLO1.1.2	Understand the development of marketing	II
	CLO1.1.3	Understand the philosophy of marketing	III
	CLO1.1.4	Understand the marketing management process	II

PLO2.1.2	CLO1.2.1	Understand the steps in the marketing process	II
	CLO1.2.2	Understand the reasons for doing marketing	II
	CLO1.2.3	Interpret and explain STP process	III
	CLO1.2.4	Interpret and explain the stages, criteria, requirements and significance of the market segmentation	III
	CLO1.2.5	Understand how to select target market and analyze the reasons for choosing target market for enterprises	III
	CLO1.2.6	Understand the meaning of positioning and the process of positioning a product, a brand or a business	III
PLO2.2.1	CLO2.3.1	Interpret and explain micro and macro factors in the marketing environment	IV
	CLO2.3.2	Explain the influence of marketing environment on marketing activities of businesses	III
	CLO2.3.3	Analyze the characteristics of the consumer market and the consumer buying decision-making process	III
	CLO2.3.4	Analyze the characteristics of the organizational market and the organizational buying decision-making process	III
PLO2.4.1	CLO4.4.1	Interpret and explain the concept of product and three levels of a product, understand product decisions and the product life cycle.	IV
	CLO4.4.2	Understand the nature and role of price in marketing and identify price-related decisions among marketing decisions	III
	CLO4.4.3	Understand the nature and role of the distribution channel in marketing and identify decisions related to distribution channels among marketing decisions.	III
	CLO4.4.4	Understand the nature and role of marketing communications in marketing and identify decisions related to marketing communications among marketing decisions.	III

7. COURSE ASSESSMENT

Table7.1. Course assessment

Type of Assessment	Content	Week	CLO	Assessment criteria	Proportion (%)
[1]	[2]	[3]	[4]	[5]	[6]
Participation	Chapter 1 to 10	1-13	CLO1.1.1- CLO1.1.4	Evaluating participation of	10%

Assessment			CLO2.3.1- CLO2.3.4 CLO1.2.1- CLO1.2.6	students at class, learning attitude and teamwork	
Mid-term Assessment	Chapter 1-4	7	CLO1.1.1- CLO1.1.4 CLO1.2.1- CLO1.2.6 CLO2.3.1- CLO2.3.4	Individual test at class or individual assignment at home	20%
Group work	Chapter 1 to 10	13	CLO1.1.1- CLO1.1.4 CLO2.3.1- CLO2.3.4 CLO4.4.1- CLO4.4.4	Group presentation and slide print out	20%
Final Assessment	Chapter 1 to 10	As scheduled	CLO1.1.1- CLO1.1.4 CLO2.3.1- CLO2.3.4 CLO1.2.1- CLO1.2.6 CLO4.4.1- CLO4.4.4	Final individual test (T/F; multiple choice, short answer, case study,)	50%

8. LESSON PLAN

8.1. Course content

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", 2016

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC, 2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC, 2010.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", 2016

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC, 2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC, 2010.

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", 2016

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:

- Philip Kotler and Gary Armstrong, "Principles of Marketing", 17th edition, Pearson Education, 2017
- Philip Kotler, "Marketing 3.0: From Products to Customers to the Human Spirit", JOHN WILEY & SONS, INC,2010.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", 2016

8.2 Lesson schedule

Week	Content	CLO	Activities	Assessment
(1)	[2]	[3]	[4]	[5]
1	Introduction to the course CHAPTER 1	CLO1.1.1 CLO1.1.2 CLO1.1.3 CLO1.1.4	- Lecturing - Reading at home - Case discussion	Participation

2	CHAPTER 1-2	CLO1.1.1 CLO1.1.2 CLO1.1.3 CLO1.1.4	- Lecturing - Reading at home - Case discussion	Participation
3	CHAPTER 2	CLO1.2.1 CLO1.2.2	- Lecturing - Reading at home - Case discussion	Participation
4	CHAPTER 3	CLO2.3.1 CLO2.3.2	- Lecturing - Reading at home - Case discussion	Participation
5	CHAPTER 4	CLO2.2.3 CLO2.3.4	- Lecturing - Reading at home - Case discussion	Participation
6	CHAPTER 5	CLO2.2.3 CLO2.3.4	- Lecturing - Reading at home - Case discussion	Participation
7	Case study Individual test	CLO1.1.1- CLO1.1.4 CLO1.2.1- CLO1.2.6 CLO2.3.1- CLO2.3.4	- Lecturing - Reading at home - Case discussion - Midterm individual test or assignment	Participation
8	CHAPTER 6	CLO1.2.3 CLO1.2.4 CLO1.2.5 CLO1.2.6	- Lecturing - Reading at home - Case discussion	
9	CHAPTER 7	CLO1.2.3 CLO1.2.4 CLO1.2.5 CLO1.2.6	- Lecturing - Reading at home - Case discussion	
10	CHAPTER 8	CLO1.1.2 CLO1.1.3 CLO1.1.4	- Lecturing - Reading at home - Case discussion	
11	CHAPTER 9	CLO1.2.2 CLO1.2.6 CLO4.4.1	- Lecturing - Reading at home - Case discussion	

12	CHAPTER 10	CLO1.2.2 CLO1.2.6 CLO4.4.1	- Lecturing - Reading at hom - Case discussion	Participation Group work
13	Review the course Group work	CLO1.1.1- CLO1.1.4 CLO2.3.1- CLO2.3.4 CLO4.4.1- CLO4.4.4	Group work	Participation Group work

9. COURSE REQUIREMENTS AND EXPECTATION

9.1. Attendance Requirements

- Students are required to fully take part in class lectures and activities.
- Students are allowed to be absent maximum 30% of the class hours. Students who is absent over 30% is not qualified to take the final exam.

9.2. In-class Behaviour Requirements

- The course is carried out with respect to both lecturer and students. All behavior that might adversely affect the stakeholders are prohibited.
- Students need to be in class on time. Students being late for more than 10 minutes will not be eligible to take part in the session.
- Cellphone, laptop, tablet are only accepted for the purposes of taking notes of the lectures, preparing course assignments, not for any other entertainment purposes while in class duration.

**INSTITUTE OF ADVANCED
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DEPARTMENT

LECTURER

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