



湖北工業大學  
HUBEI UNIVERSITY OF TECHNOLOGY

<b>Course Title</b>	Principles of Marketing
<b>Course Code</b>	MKTG 3351
<b>Semester</b>	Spring 2026
<b>Course Length</b>	4 Weeks, 60 Contact Hours
<b>Credits</b>	4
<b>Instructor</b>	TBA
<b>Office</b>	TBA
<b>Email</b>	TBA
<b>Prerequisite</b>	N/A

### Course Description:

This course presents and analyzes the fundamental principles, methods, and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new product development, and product life cycle strategies, pricing, communications, direct and online marketing, and social responsibility and marketing ethics. We view these topics through the emerging business trends of globalization, social responsibility, environmental sustainability, and managerial ethics.

### Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

**Student Learning Outcomes:**

Upon completion of this course, students will be able to:

- Understand core marketing principles and their application in a dynamic business environment;
- Analyze and interpret marketing data to evaluate organizational performance;
- Develop effective marketing strategies based on market trends and consumer behavior;
- Utilize key performance indicators (KPIs) to assess marketing effectiveness;
- Critically evaluate case studies to solve marketing challenges and make data-driven decisions.

**Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:**

*Principles of Marketing*, 17th Global Edition, by Philip T. Kotler & Gary Armstrong. Pearson.

**Course Requirements:****Tests**

Three tests will be offered throughout the session. Tests will consist of multiple-choice and essay questions.

**Final Project and Presentation**

You will join in a group project focused on developing a marketing plan for a new product or service. The purpose of the final project is to provide you with hands-on experience through each phase of the development of a marketing plan. You will come up with an idea for a new product (or service) and will develop a formal plan to market this product (or service). You will work on this project throughout the semester and will submit partial reports to the instructor. The final marketing plan will be presented at the end of the semester. More details will be provided later during the semester.

**Examinations**

There will be two exams during the semester: a midterm exam and a final exam. The exams will cover textbook material and lectures from chapters covered until the class before the test day. All exams will be administered in class.

<b>Assessments: Activity</b>	<b>Percent Contribution</b>
Tests (3)	30%
Final Project and Presentation	20%
Midterm Exam	20%
Final Exam	30%

**Grading:**

Final grades will be based on the sum of all possible course points as noted above.

<b>Grade</b>	<b>Percentage of available points</b>
A	94-100
A-	90-93

B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

**Course Schedule:**

*The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.*

MKTG 3351 Schedule		
Lecture	Topic	Readings
L1	Introduction Marketing: Creating Customer Value and Engagement What Is Marketing?	Chapter 1
L2	Understanding the Marketplace and Customer Needs Managing Customer Relationships and Capturing Customer Value	Chapter 1
L3	Company and Marketing Strategy Company-Wide Strategic Planning: Defining Marketing's Role	Chapter 2
L4	Planning Marketing: Partnering to Build Customer Relationships Marketing Strategy and the Marketing Mix	Chapter 2
L5	Analyzing the Marketing Environment Managing Marketing Information to Gain Customer Insights	Chapter 3-4
L6	<b>TEST 1</b> Consumer Markets and Buyer Behavior Model of Consumer Behavior Characteristics Affecting Consumer Behavior	Chapter 5
L7	Buying Decision Behavior and the Buyer Decision Process The Buyer Decision Process for New Products	Chapter 5
L8	Business Markets and Business Buyer Behavior	Chapter 6
L9	The Business Buyer Decision Process Engaging Business Buyers with Digital and Social Marketing Institutional and Government Markets	Chapter 6
L10	Marketing Strategy Market Segmentation	Chapter 7
L11	Market Targeting Differentiation and Positioning	Chapter 7
L12	<b>TEST 2</b> Products, Services, and Brands: Building Customer Value What Is a Product?	Chapter 8
L13	<b>Midterm Exam</b>	L1-12
L14	Product and Service Decisions Services Marketing Branding Strategy: Building Strong Brands	Chapter 8
L15	Pricing: Understanding and Capturing Customer Value What Is a Price?	Chapter 10

	Major Pricing Strategies	
L16	Marketing Channels: Delivering Customer Value Supply Chains and the Value Delivery Network	Chapter 12
L17	Channel Management Decisions Marketing Logistics and Supply Chain Management	Chapter 12
L18	<b>TEST 3</b> Retailing and Wholesaling	Chapter 13
L19	Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy Developing Effective Marketing Communication	Chapter 14
L20	Advertising and Public Relations	Chapter 15
L21	Direct, Online, Social Media, and Mobile Marketing Traditional Direct Marketing Forms	Chapter 17
L22	Creating Competitive Advantage	Chapter 18
L23	The Global Marketplace	Chapter 19
L24	Project Presentation	---
L25	<b>Final Exam</b>	All above

### **Accommodation Statement:**

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

### **Academic Integrity Statement**

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

### **Other Items:**

#### **Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the

guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

**Assignment Due Dates**

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

**Make-Up Work**

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

**Access, Special Needs, and Disabilities**

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.