

TP. Hồ Chí Minh, Ngày tháng năm 2019

COURSE SYLLABUS
PRINCIPLES OF MARKETING

1. THÔNG TIN TỔNG QUÁT (GENERAL INFORMATION)

Bảng 1: Thông tin tổng quát về học phần

❖ Tên học phần:	
Tiếng Việt:	Nguyên lý Marketing
Tiếng Anh:	Principles of Marketing
❖ Mã số học phần:	020326
❖ Thời điểm tiến hành:	
❖ Loại học phần:	
<input checked="" type="checkbox"/> Bắt buộc <input type="checkbox"/> Tự chọn	
❖ Thuộc khối kiến thức/kỹ năng: <input type="checkbox"/> Kiến thức đại cương <input type="checkbox"/> Kiến thức cơ bản <input type="checkbox"/> Kiến thức chuyên ngành <input type="checkbox"/> Học phần chuyên về kỹ năng chung	<input checked="" type="checkbox"/> Kiến thức cơ sở ngành <input type="checkbox"/> Kiến thức khác <input type="checkbox"/> Học phần khóa luận/luận văn tốt nghiệp
❖ Số tín chỉ:	
Số tiết lý thuyết/số buổi:	45/11
Số tiết thực hành/số buổi:	
Số tiết tự học:	90
❖ Điều kiện tham dự học phần:	
Học phần học trước:	Kinh tế vi mô, Kinh tế vĩ mô
Học phần song hành:	Quản trị học
Điều kiện khác:	
❖ Giảng viên phụ trách:	ThS. Đặng Huỳnh Phương
Khoa/Bộ môn:	Marketing/Marketing cơ sở
Email:	dhphuong@ufm.edu.vn
Điện thoại:	028 3872 6789 (462)

2. MÔ TẢ HỌC PHẦN (COURSE DESCRIPTIONS)

Principles of Marketing course has been designed to provide students with an introduction to the field of marketing. The course focuses on how the organisations could create values and communicate these values effectively and efficiently to customers through the marketing mix. Essentially, studies are concentrated on the nature and behavior of supplying organisations, nature and behavior of the consumer and the various marketing mix elements (products, price, place, promotion) which are used by organisations to satisfy needs and wants of consumers. While the subject has a theoretical base, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

3. MỤC TIÊU HỌC PHẦN (COURSE GOALS)

Sinh viên/học viên học xong học phần này có kiến thức, phẩm chất, kỹ năng, và năng lực:

Bảng 2: Mục tiêu của học phần

Mục tiêu (Objective)	Mô tả mục tiêu (Objective description)	CDR của CTĐT (Learning outcomes)	TĐNL (Learning domains)
G1	Introduce principles of marketing theories, concepts and frameworks as well as the importance of marketing, marketing mix components in relation to customer satisfaction	Ks2	I, II
G2	Assess market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. Develop effective marketing strategies to achieve organisational objectives	Ks2	II, III
G3	Analyze range of marketing situations and prepare written reports that provide sound argument and clear conclusions and recommendations. Hence, be able to conduct a formal business presentation including researching, structuring and presenting related topics	Ks2	III, IV, V
G4	Be cooperative during group assignment and proactive in learning, responsible as a group	Ss5	V, VI

	member in order to complete group assignment		
G5	Aware of the importance of self-learning and improve the ability to adjust to requirements of different working environment and different circumstances	Ss5	I, II

Ghi chú: Trình độ năng lực theo thang Bloom: có biết qua/có nghe qua – 0.0-2.0 (I); có hiểu biết/có thể tham gia – 2.0-3.0 (II); có khả năng ứng dụng – 3.0-3.5 (III); có khả năng phân tích – 3.5-4.0 (IV); có khả năng tổng hợp – 4.0-4.5 (V); có khả năng đánh giá và sáng tạo – 4.5-5.0 (VI).

4. CHUẨN ĐẦU RA HỌC PHẦN (COURSE LEARNING OUTCOMES)

(Mô tả các chủ đề CDR cấp độ 2 của học phần và mức độ giảng dạy I, T, U)

Bảng 3: Chuẩn đầu ra của học phần

Chuẩn đầu ra (LO)	Mô tả chuẩn đầu ra	Chỉ định I, T, U
LO1.1	Introduce principles of marketing theories, concepts and frameworks. Identify the importance of marketing, marketing mix components in relation to customer satisfaction	I, T
LO1.2	Analyse marketing environment that influences on the company and its marketing strategy. Understand and be able to apply S-T-P strategy in different market contexts	T, U
LO1.3	Assess market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. Develop effective marketing strategies to achieve organisational objectives	T, U
LO2.1	Design a strategy implementation program to maximise its chance of success. Apply the knowledge of a firm's operational strategy to the marketing mix concepts.	U
LO2.2	Analyse range of marketing situations and prepare written reports that provide sound argument and clear conclusions and recommendations. Be able to conduct a formal business presentation including researching, structuring and presenting related topics	T, U
LO3.1	Students should be cooperative during group assignment Students are supposed to be proactive in their learning, be responsible as a group member in order to complete group	I, T

	assignment	
LO3.2	Students should aware of the importance of self-learning and improve the ability to adjust to requirements of different working environment and different circumstances. Students are supposed to draw up a path for self-development for future career.	U

Ghi chú: Chỉ định mức độ giảng dạy – I (Introduce): giới thiệu; T (Teach): Dạy; U (Utilize): Sử dụng.

5. NỘI DUNG CHI TIẾT HỌC PHẦN (COURSE OUTLINE):

5.1. Kế hoạch giảng dạy (Lesson plan)

Bảng 4: Kế hoạch giảng dạy (Lesson plan)

Week	Content	Class Activities					Course outcomes	Course assessment
		Classtime			Practice	Requirements for students before class		
		Theory	Exercise	Discussion				
1	Topic 1: Introduction to Marketing 1.1.What is marketing 1.2.Understand customer needs 1.3.Designing a customer- driven marketing strategy 1.4.The marketing changing landscape 1.5.Company- wide strategic planning 1.6. Planning marketing	2	1	1			LO1.1 LO2.1	A1.1 A1.3 A2.1
2	Topic 2: Marketing Environment 2.1.The microenvironment 2.2.The macro environment 2.3. Responding to the marketing environment	2	1	1			LO1.2 LO1.3 LO2.1 LO2.2 LO3.2	A1.1 A1.2 A1.3 A2.1

3	Topic 3: Marketing information system 3.1. Marketing information and Customer insight 3.2. Assessing marketing information needs 3.3. Developing marketing information 3.4. Marketing research 3.5. Analysing and using marketing information 3.6. Other marketing information considerations	2	1	1			LO1.2 LO1.3 LO2.1 LO2.2 LO3.1 LO3.2	A1.1 A1.2 A1.3 A2.1
4	Topic 4: Consumer & Business Behavior 4.1. Model of consumer behavior 4.2. Characteristics affecting consumer behavior 4.3.Types of buying decision behavior 4.4. Buyer decision process 4.5. Buyer decision process for new product 4.6. Business market 4.7. Business buyer behavior	2	1	1			LO1.2 LO1.3 LO2.1 LO2.2 LO3.2	A1.1 A1.2 A1.3 A2.1
5	Topic 5: Segmentation, Targeting & Positioning Strategies 5.1. Market segmentation	2	1	1			LO1.2 LO1.3 LO2.1 LO2.2 LO3.1 LO3.2	A1.1 A1.2 A1.3 A2.1
6	Topic 5: Segmentation, Targeting & Positioning Strategies 5.2. Market targeting	2	1	1			LO1.2 LO1.3 LO2.1 LO2.2 LO3.2	A1.1 A1.2 A1.3 A2.1

	5.3. Differentiation and positioning							
7	Topic 6: Product Strategies 6.1. What is a product 6.2. Product and service decision 6.3. Services marketing 6.4. Brand strategy 6.5. New product development strategy 6.6. Product life cycle	2	1	1			LO1.3 LO2.1 LO2.2 LO3.1 LO3.2	A1.1 A1.2 A2.1
8	Topic 7: Pricing Strategies 7.1. What is a price? 7.2. Other internal and external considerations affecting price decisions 7.3. New product pricing strategies 7.4. Price adjustment strategies 7.5. Price changes 7.6. Public policy and pricing	2	1	1			LO1.3 LO2.1 LO2.2 LO3.1 LO3.2	A1.1 A1.2 A2.1
9	Topic 8: Marketing channels and value networks 8.1. Supply chain and value delivery network 8.2. Channel behavior and organization 8.3. Channel- design decisions 8.4. Channel management decisions 8.5. Marketing logistics and supply chain management 8.6. Retailing 8.7. Wholesaling	2	1	1			LO1.3 LO2.1 LO2.2 LO3.2	A1.1 A1.2 A2.1
10	Topic 9: Integrated marketing communication strategies	2	1	1			LO1.3 LO2.1 LO3.1	A1.1 A1.2 A2.1

	9.1. The promotion mix 9.2. Integrated marketing communications 9.3. Steps in developing effective marketing communications 9.4. Setting total promotion budget and mix						LO3.2	
11	Topic 9: Integrated marketing communication strategies 9.5. Advertising, public relations 9.6. Personal selling, Sales promotion, direct and online marketing	2	2	1			LO1.3 LO2.2 LO2.1 LO2.2 LO3.2	A1.1 A1.2 A2.1
Total		22	12	11				

5.2. Nội dung phần tự học (Self-study):

- Students are required to read chapter before class and do multiple-choice questions for each chapter at home after class
- Group assignment: Each group will have to apply the knowledge they have learned, to examine a marketing plan for an existing business

6. NGUỒN HỌC LIỆU (LEARNING RESOURCES: COURSE BOOKS, REFERENCE BOOKS, AND SOFTWARES)

Textbook (s):

- Kotler, P and Armstrong, G (2018), “Principles of Marketing”, 17th edition, Pearson, USA

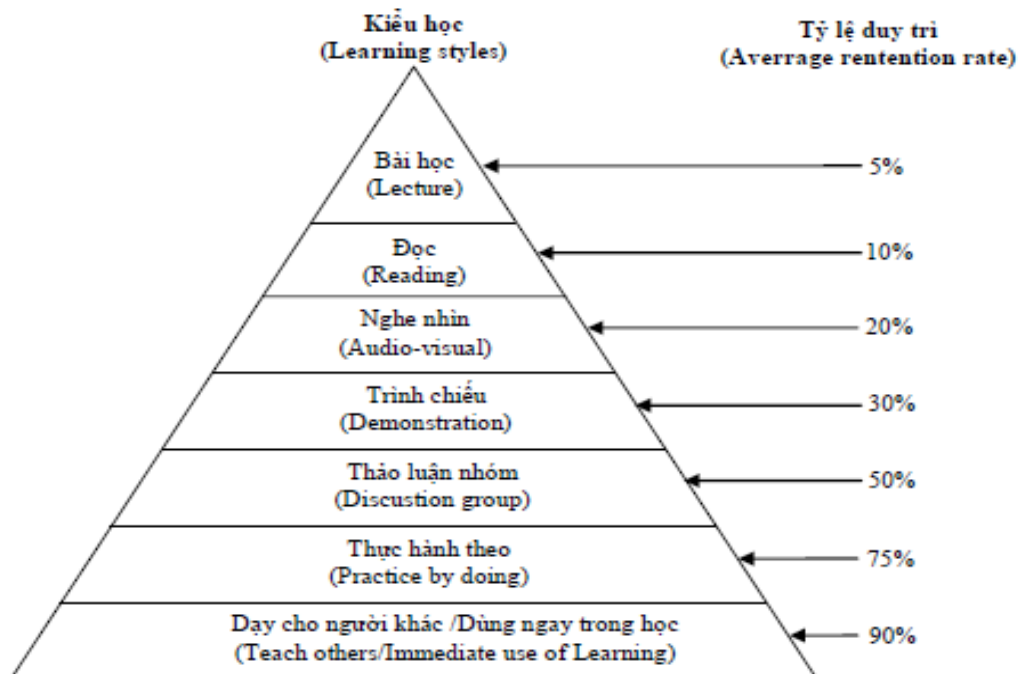
Recommended references

- Armstrong, G. and Kotler, P. (2006) Marketing – An Introduction (Global Edition), 11th edition, Pearson Education, USA
- Sorger, S (2012), “Analysis for Marketing Planning: where marketing meets action”, 6th edition, Pearson
- Tran Thi Ngoc Trang et al, “Marketing căn bản”, Thống Kê Publisher, Vietnam

7. TRÁCH NHIỆM DẠY VÀ HỌC (TEACHING AND LEARNING RESPONSIBILITIES)

7.1. CHIẾN LƯỢC DẠY VÀ HỌC (TEACHING AND LEARNING STRATEGIES)

The focus of learning in this module will be investigating and analysing - using case study, small group discussions and group presentation. Lectures will be held each week to provide structured framework; however, it will emphasize on group learning and student engagement. The pyramid identified in Figure 1 below represents the teaching and learning philosophy of this module.



Hình 1: Mô hình duy trì học tập trong giáo dục
(A Learning Retention Model for Education)

7.2. PHƯƠNG PHÁP GIẢNG DẠY (TEACHING TECHNIQUES)

This subject is conducted by a combination of different methods: lecture, problem raising, mind map, case study, query, group discussion, industry analysis. There is significant interaction between instructor and students and among students. Students will work independently and work in teams to solve problems, analyse issues, and be creative to solve their assignments.

Students must actively involve in discussing and solving analytical and strategic marketing issues.

8. ĐÁNH GIÁ KẾT QUẢ HỌC TẬP (COURSE ASSESSMENT)

Bảng 5: Chi tiết đánh giá kết quả học tập (Detailed course assessment)

Thành phần đánh giá (Evaluation components)	Bài đánh giá/thời gian	Nội dung đánh giá (Evaluation matter)	CĐR học phần (Course outcome standard)	Số lần đánh giá/thời điểm	Tiêu chí đánh giá (Evaluation criteria)	Tỷ lệ (%)
A1.	A 1.1	Soft skills,	LO2.1	11 times/	Diligence,	10

Progressive Evaluation		self-responsibility and learning attitude	LO3.2	every class	learning attitude	
	A 1.2	Group discussion and presentation	LO1.1 LO1.2 LO2.1 LO2.2 LO3.1 LO3.2	1 times/ assign at the 1st week, present from the 4th week	Topic, structure, content, creativity, presentation skills, teamwork	20
	A 1.3	Individual exercises	LO1.1 LO1.2 LO2.1 LO2.2 LO3.1 LO3.2	1 time/ from week 8 th	Understanding/ Explaining	10
A2. Final exam evaluation	A 2.1	Written exam/test multiple choice questions	LO1.1 LO1.2 LO2.1 LO2.2 LO3.1 LO3.2	1 time/ final examination	Analytical skill, critical thinking, analysing, evaluating, creativity	60

BAN GIÁM HIỆU

TRƯỞNG KHOA

TRƯỞNG BỘ MÔN

BẢNG 6: CHI TIẾT ĐÁNH GIÁ BÀI TẬP NHÓM

Tiêu chí (Criterion) Trọng số (%)	Marks				
	0 - <3	3 - <5	5 - <7	7-<9	9 - <10
1. Scope & structure (20%)	Topic not covered, discussion too brief, little justification.	Balanced summary of the issues, logical flow of ideas.	Fuller and more systematic treatment of the topic.	Comprehensive treatment of the topic.	Well structured description. Sets the scene in an outstanding and sophisticated way.
2. Synthesis (Critical analysis and creative synthesis) (30%)	Little or no analysis of theory, and trying to put things back together, and add individual value. Assignment has too many significant faults to be regarded as a University standard piece of work.	Some analysis of theory., with explanation, and illustration, and some attempt to put things back together, and add individual value. Assignment is adequate but still has significant faults and you are advised to make sure that you understand what they are and if necessary get help to improve in your weakest areas.	Analysis lacks a convincing argument. Need to justify more. Greater attempt put things back together, and add individual value. Assignment is without serious faults but without conviction. The lecturer can follow your argument but he/she is not convinced by it; OR it may be written with some conviction but with too many faults!	Good attempt to analyze critical issues. Some conviction but could do with more. Sound attempt to put things back together, and add individual value. Assignment is almost faultless and has some conviction -the lecturer may well be persuaded to agree with your position.	Excellent critical analysis of the theory. Well argued case. Excellent attempt put things back together, and add individual value. Assignment is faultless and has conviction, and is based on extensive research. It builds a sound argument using analysis, explanation and interpretation. It includes some original thinking based on clearly evaluated evidence and clearly explained logic.
3.Summary (Conclusion) (10%)	Weak conclusions. Do not follow from discussion.	Weak conclusions. Do not follow from discussion.	Adequate attempt to bring it all together.	Sound conclusions. Well brought together.	Strong conclusion and excellently presented.
4.Sources of Literature (Amount & type sourced) (5%)	Little or no reading, poor integration of literature into the assignment. Text only used. No referencing.	Accurate reference list attached. Extra references included.	Accurate reference list attached. Extra references included.		Accurate reference list attached. Wide range of literature sourced and integrated. Thorough use of supporting evidence.

5. Presentation (10%)	Difficult for the audiences to get the point.	Most presentation requirements met in a basic way. Difficult for the audiences to get the point.	Meet all basic presentation requirements. Easy for the audiences to get the points.	Meet all presentation requirements. Easy for the audiences to get the points.	Creative and interesting presentation style, Easy for the audiences to get the points.
6. Teamwork (10%)	No collaboration among team members	Poor collaboration among team members	Adequate collaboration among team members	Significant collaboration among team members	Effective and supportive collaboration among team members

BẢNG 7: CHI TIẾT ĐÁNH GIÁ BÀI THI KẾT THÚC HỌC PHẦN

Tiêu chí (Criterion) Trọng số (%)	Marks			
	0 - <3	3 - <6	6 - <8	8 - <10
1.Knowledge, skills, and attitude (90%)	<ul style="list-style-type: none"> - Answer a few questions - Many flaws - Topic not covered, discussion too brief, little justification. Not integrated well across tools. 	<ul style="list-style-type: none"> - Answer some questions - Some minor mistakes - Demonstrate basic understanding of the subject 	<ul style="list-style-type: none"> - Finish all/ almost all questions - Demonstrate understanding of the subject and ability to apply to practice. - Fuller and more systematic treatment of the topic. Recommendations integrated okay across tools and audiences. 	<ul style="list-style-type: none"> - Effectively finish all questions - Demonstrate sound understanding of the subject and significant ability to apply to practice.
2.Structure and writing style	<ul style="list-style-type: none"> - Little or no attempt to reference in an appropriate way.. - Major flaws. - Difficult for reader to get the point. 	<ul style="list-style-type: none"> - Most presentation requirements met in a basic way. 	<ul style="list-style-type: none"> - Few flaws – typos and spelling mistakes. Style is concise and lucid. 	<ul style="list-style-type: none"> - Error free. Style is concise and lucid. - It is well written and flows clearly from point to point.