



NORTH SOUTH UNIVERSITY

Center of Excellence in Higher Education

The first private university in Bangladesh

School of Business

Department of Marketing & International Business

Course Name:	Introduction to Marketing
Course Code & Section No:	MKT 202 (11)
Semester:	Fall 2018

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Md. Afnan Hossain (AFH2)
2. Office Location	NAC 731
3. Office Hours:	Thursday & Saturday: 9:00-11:15; 4:15-6:00.
4. Email Address:	h.mdafnan@gmail.com
5. Department:	Marketing & International Business
6. Links:	North South University Website: http://www.northsouth.edu Course related information at: http://www.afnanhossain.weebly.com

COURSE & SECTION INFORMATION

Class Time & Location	MKT 202 (1) RA 11:20 AM – 12:50 PM (Room - NAC 619) MKT 202 (2) RA 2:40 PM – 4:10 PM (Room - NAC 517)
Course Prerequisite(s)	ENG 102
Course Credit Hours	3:0
Course Description	This is an introductory marketing course that facilitates the students to get a comprehensive understanding of the basic concepts of marketing. The course will cover various fields of marketing such as customer value creation, marketing environment, customer relationship management, segmentation and target Market, pricing, product development, Promotion, basic market research tools, consumer behavior, and the components of integrated marketing communication.
Course Objectives	<ol style="list-style-type: none">1. To introduce you to the key elements in developing a marketing strategy and planning a marketing program.2. To familiarize you with the elements of the marketing mix (product, pricing, promotion, and distribution strategies)3. To make you understand the relationship of marketing to other functions and processes in a business organization on an integrated basis; providing real world examples of challenges and issues related to marketing.

Student Learning Outcomes	<p>On successful completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the role of marketing within the global context. 2. Undertake the major courses of marketing. 3. Develop a professional quality report and presentation. 4. Identify how the marketing mix is used to create value. 5. Comprehend the role of marketing in achieving customer satisfaction and organizational success. 6. Learn key marketing principles and terminologies.
----------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

LEARNING RESOURCES AND TEXTBOOK(S)

Author	Title	Edition & Year	Publisher	ISBN
Philip Kotler Gary Armstrong	Principles of Marketing	16 th , 2017 Global edition	Pearson	978-0-133-79502-8

Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, ...)

<u>Resource Type</u>	<u>Description</u>	<u>Type</u>	<u>Comments</u>
Handouts/Internet	Information about marketing information and practices	Newspaper Articles, websites, videos, other form of articles	The instructor will provide and/or direct to the sources.

TEACHING STRATEGY (Online, classroom, blended, self-directed through CD, web-based courses and DVD,...)

The classes will be conducted through various activities including presentation of marketing concepts and issues, discussion and exchanges of ideas related to marketing environment, student initiative and active involvement, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

ASSESSMENT STRATEGY AND GRADING SCHEME

Grading tool	Points
Attendance	5%
3 Quizzes (Best 2)	10%
Report (Group)	15%
Presentation	10%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	20%
Total	100%

Please Refer to NSU Student Handbook, Section: "Grading Policy"

CLASSROOM RULES OF CONDUCT

1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor.
2. Use of **cell phones** in class is not permitted.
3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link:

4. **Academic Integrity Policy:**

School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.

Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.

Please Refer to NSU Student Handbook, Sections: "Disciplinary Actions" and "Procedures and Guidelines".

GROUP PROJECTS POLICY

Each group (between 2-5 students) will submit a final report consisting of: 2000 words or 14-15 pages, font – Times New Roman, font size – 12, and 1.5 spaced (hard copy and electronic copy). Each team will also present the project for 20 to 25 minutes. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester.

EXAMS & MAKE UP POLICY

In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.

Cell phones are prohibited in exam sessions.

ATTENDANCE POLICY

Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance.

COMMUNICATION POLICY

All communications should take place using the instructor's email. In addition, students can communicate in the class or during the instructor's office hours.

APPROPRIATE USE POLICY

All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers.

STUDENTS WITH SPECIAL NEEDS

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

Special Needs Section

Telephones:

Location:

Email:

Please Refer to NSU Student Handbook, Section: "Special Needs Services"

The above service is not in place now but will be developed in the near future.

STUDENTS SUPPORT AND LEARNING RESOURCES

A. SOB-Learning Center:

B. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.

Students Learning & Support Center (SLSC)

Tel:

Fax:

Location:

E-mail:

This service will be available in the near future.

STUDENTS COMPLAINTS POLICY

Students at North South University have the right to pursue complaints related to faculty, staff, and other students. The nature of the complaints may be either academic or non-academic. For more information about the policy and processes related to this policy, you may refer to the student handbook.

COURSE CONTENTS & SCHEDULE

Lecture	Topic
1	Introduction
2	Creating and Capturing Customer value
3	Company and Marketing strategy: Building customer relationship
4	Previous topic continues
5	Analysing the marketing Environment
6	Micro and Macro environmental factors
7	Consumer market and buyer behaviour
8	Previous topic continues
9	Review
10	Midterm 1
11	Customer driven marketing strategy
12	Segmentation, Targeting , Differentiation and Positioning
13	Product services and Brands
14	New product development
15	continues
16	Pricing strategy
17	Continues
18	Review
19	Midterm 2
20	Marketing Channels: Intermediaries
21	Integrated marketing Communication
22	The Promotion Mix
23	Presentation
24	Presentation
25	Final Exam

Note: The instructor reserves the right to make changes to the syllabus if necessary.