



Stony Brook University
College of Business

The State University of New York, Korea

Professor:	Sungjoon Nam	Principles of Marketing (BUS348)
Semester:	Spring 2020	
Class time:	Monday and Wednesday 9:00-10:20AM	
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Office hour:	Monday and Wednesday 04:00-05:00 PM, by appointment	

Course Objective

The objective of this course is to introduce the students to the basic principles used in marketing and their applications. We will cover marketing topics tactics including Four P's of Marketing -- Product, Price, Place and Promotion with business cases in global markets. This course is designed for undergraduate students who are new to marketing. The course will discuss marketing overview, marketing environment, customer driven marketing strategy, branding, product life-cycle strategies, customer value, pricing strategy, retailing, communications, advertising, selling and promotional activities.

This course is offered at SUNY Korea, which is a part of the curriculum provided by College of Business at Stony Brook University. The COB learning goal, objective and learning outcomes are as follows:

Goal: Students will demonstrate understanding of and apply core business knowledge

Objective: Solve discipline-specific problems demonstrating mastery of foundational business knowledge

Learning Outcomes:

Communication Skills

Critical Thinking

Leadership & Team Interaction

Business Knowledge

Analytical Decision Making

In order to achieve COB Goal, Objective and Learning Outcomes, the course is designed to around the following Course Specific Learning Outcomes, Teaching Pedagogy, and Assessment methods.

Textbook

The *required* textbook is Principles of Marketing, the global edition, 17th edition by Philip Kotler, Gray Armstrong. Lecture notes and other materials related to the class can be downloaded from the blackboard.

Course Requirements and Grading

There will be homework, one group project, midterm and final exams.

- Group projects: 15%
- Homework: 10%
- Mid-term exam: 30%
- Final exam: 35%
- Class participation: 10%

The group projects may be done with a group of up to 4 students. When submitted, the reports should indicate the names of all members who have participated in the preparation. The exams are closed book. The final exam is not cumulative. Since the textbook contains a lot more information than what will be covered in the class, coming to the class regularly is the most important key to a success in this course. The participation points will be assessed based on class participation (both coming to classes and being active), progress throughout the course, and *etc.*

The point distribution and the grade schedule will not change under any circumstances. **The following cases will automatically result in an F: unexcused absences of more than 3 days, absences of more than 5 days, and missing one of the exams.**

There is NO extra-credit (Don't ask me extra points by email). The following criteria will be used for assigning the final grade (could be changed based on the school policy). Grades are based on the ranking (not the absolute score) of the total scores among students:

A (top 20%); B (top 20-70%); C (top 70-93%); D & F (top 93%-10%).

Academic Integrity:

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at

<http://www.stonybrook.edu/uaa/academicjudiciary/>

Academic Dishonesty:

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

Course Outline (Tentative)

Week	Topic	Reading / Assignment
W1	Introduction to marketing	Ch. 1
W2	Company and Marketing Strategy	Ch. 2,3
W3	Information & Consumers	Ch. 4,5
W4	Business Market & Segmentation	Ch. 6,7
W5	Branding	Ch. 8
W6	Mid Term Exam	Mid
W7	Product Life Cycle Strategy	Ch. 9
W8	Pricing	Ch. 10,11
W9	Channels	Ch. 12,13
W10	Communications	Ch. 14
W11	Advertising	Ch. 15
W12	Selling and Promotions	Ch. 16,17
W13	Competition	Ch. 18
W14	Final Project	Project
W15	Final Exam (TBA)	
