



**HSB**  
Hochschule Bremen  
City University of Applied Sciences



HSB-International Summer School 2017  
International Summer School for Advanced Study

## PRINCIPLES OF MARKETING

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

### Syllabus

Instructor:	Professor Dr. Boonghee Yoo	Email: mktbzy@hofstra.edu
	Hofstra University New York USA	
	Professor of Marketing and International Business	

Time: Monday-Thursday 13:30 – 16:45

### HSB-INTERNATIONAL SUMMER SCHOOL

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

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HOFSTRA UNIVERSITY™

FRANK G. ZARB SCHOOL OF BUSINESS

"Educating for Personal and Professional Achievement"

Department of Marketing & International Business

Principals of Marketing - Summer 2017

INTERNATIONAL SUMMER SCHOOL

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Section: 1:30 pm - 3:00 pm & 3:15 pm - 4:45 pm (See the later page for dates), July 9 – August 3, 2017

Instructor: Dr. Boonghee Yoo, Professor of Marketing & International Business

E-Mail: mktbzy@hofstra.edu

URL: http://people.hofstra.edu/boonghee\_yoo

DESCRIPTION OF COURSE: An intensive analysis of the concepts, structure and operation of the domestic and international marketing system, the development and evaluation of marketing plans, industrial and final consumers, product planning, agencies and functions of distribution, promotion and publicity, pricing, legislation, ethics, social responsibility and environmental issues.

COURSE OBJECTIVES:

- 1. To study important marketing terms and principles.
2. To describe the macro- and micro-environments within which marketing operates (including the international environment).
3. To integrate concepts from the applied behavioral sciences (psychology, anthropology, sociology, social psychology, etc.) into a marketing framework that provides an understanding of consumer and organizational buying behavior.
4. To discuss the marketing mix and the options available when making marketing decisions.
5. To examine a variety of both successful and unsuccessful marketing strategies.
6. To apply the concepts learned in the course to current events actually occurring this semester.
7. To consider the societal and ethical effects of marketing actions (Each student will recognize basic concepts and theories related to business ethics and social responsibilities.)
8. To have students produce written documents that incorporate logical, complete and articulate thoughts.
9. To have students utilize library resources, research data bases, and the Internet to obtain information.
10. To foster an appreciation of the key role of marketing and the interdependence of marketing and other functional areas.
11. To show the relevance of marketing for all students, regardless of major.
12. To encourage class participation.

REQUIRED TEXT: Joel R. Evans and Barry Berman. Marketing in the 21st Century.

\*The 12th edition is the latest of the book, but any earlier edition is acceptable as long as it has the same chapters of Page 4 of this syllabus. Or any other Principals of Marketing textbook will be acceptable.

EVALUATION CRITERIA

Table with 2 columns: Criterion and Percentage. Exam 1: 30%, Exam 2: 30%, Individual Presentation: 30% (Content 20% and Presentation 10%), Attendance: 10%

\* Attendance: 0 or 1 absence -> 10%; 2 -> 9%; 3 -> 7%; 4 -> 5%; 5 -> 3%; 6 -> 0%

## GRADING SYSTEM

German Grade	1,0-1,5	1,6-1,9	2,0-2,2	2,3-2,5	2,6-3,2	3,3-3,5	3,6-4,0	5,0
US Grade	A	A-	B+	B	B-	C+	C	F
	Excellent	Good			Satisfactory		Sufficient	Fail
Percentage	90%		80-89%			70-79%		69%

### Individual Presentation: Marketing Strategy of Brand XYZ

Select any one brand (local, regional, or national; product or service; consumer or business product), which is very successful today, and survey its marketing strategy (e.g., any mix of 4 Ps) from literature (e.g., newspapers, magazines, books, journal articles, and online) which has made it outstanding against rival brands. And present your findings and analyses. Specifically, present the following sections.

- **Section 1: The Brand.** Briefly introduce the birth, history, major consumers, description, and/or rivals of the brand. Indicate the source of each citation in the text.
- **Section 2: The Success.** Explain how successful the brand is. Sales volume, revenue, market share, and a steady sale trend are example metrics of success.
- **Section 3: Marketing Strategy.** In this section, summarize most effective strategic marketing activities that have brought success to the brand. Present them one by one in terms of what they are and why you think they were effective. Report the source of each of your arguments in the text.
- **Section 4: Threats and a Next Generation.** Discuss current and future threats, internal or external, challenging the brand
- **Section 5: Next Generation.** Suggest a next generation of the brand by discussing how you want to innovate it or replace it by a very different new product that satisfies the needs of the product. And defend why the next generation product will perform well in the market.
- **Section 6: References.** List the sources you used (authors, year, title of the article, name of the publication, volume, number, and pages; follow the AMA style).

#### Notes:

- Create a PPT file, whose overall length should not exceed 15 slides.
- Make sure all letters even on the charts and tables are readable from the audiences.
- Use bullet points and subheadings within each section, minimizing the use of sentences/paragraphs.
- Cite every source inside the text: e.g., Smith (2017) or WSJ (1/5/2017).
- Report the citations and references in the style format shown in:  
[http://www.marketingpower.com/AboutAMA/Documents/AMA\\_Reference\\_Style.pdf](http://www.marketingpower.com/AboutAMA/Documents/AMA_Reference_Style.pdf)
- Submit the PPT file online (TBA)
- Present to the class within 15 minutes.
- Be prepared for questions.

## Principals of Marketing Course Outline (This outline is subject to change)

Date	Topics
Tues., July 11	<ul style="list-style-type: none"> <li>• Overview of Marketing (Ch. 1)</li> <li>• Marketing Environments &amp; Ethics (Ch. 2 &amp; 5)</li> </ul>
Thurs., July 13	<ul style="list-style-type: none"> <li>• Marketing Research (Ch. 4)</li> <li>• Global Aspects of Marketing (Ch. 6)</li> </ul>
Mon., July 17	<ul style="list-style-type: none"> <li>• Internet Marketing (Ch. 7)</li> <li>• Consumer Behavior (Ch. 8)</li> </ul>
Wed., July 19	<ul style="list-style-type: none"> <li>• Developing a Target Market Strategy (Ch. 10)</li> <li>• Basic Concepts in Product Planning (Ch. 11)</li> </ul>
Thurs., July 20	<b>Exam 1</b> (Ch. 1 to 10)
Mon., July 24	<ul style="list-style-type: none"> <li>• Goods and Services Planning (Ch. 12)</li> <li>• Conceiving, Developing, and Managing Products (Ch. 13)</li> </ul>
Tues., July 25	<ul style="list-style-type: none"> <li>• An Overview of Distribution Planning &amp; Logistics (Ch. 14)</li> <li>• Integrated Marketing Communications (Ch. 17)</li> </ul>
Wed., July 26	<ul style="list-style-type: none"> <li>• Promotion Mix (Ch. 18 &amp; 19)</li> <li>• Pricing (Ch. 20 &amp; 21)</li> </ul>
Thurs., July 27	<b>Individual presentation 1</b>
Mon, July 31	<b>Individual presentation 2</b>
Tues., Aug. 1	<b>Exam 2</b> (Ch. 11 - 21)

July 10. Welcome and city tour  
 July 12. Welcome party (7 pm)  
 July 18. Mercedes-Benz visit  
 Aug 2. Certificate and Farewell