

Course (KQ02106): (Basics of Marketing)

1. General information

- Term: 2
- Credits: **Total credits 3 (Lecture: 3 – Practice: 0)**
- **Self-study: 9** credits
- Credit hours for teaching and learning activities: 45 hrs
- Self-study: 135 hrs.
- Department conducting the course:
 - Department: Marketing
 - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input checked="" type="checkbox"/>		Option 1 <input type="checkbox"/>		Option 2 <input type="checkbox"/>	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Prerequisite course(s): No

2. Course objectives and expected learning outcomes

* *Course objectives:*

- Knowledge: Course provides for students with knowledge in basic knowledge to apply, build and analyze mixed marketing strategies for businesses as well as creating a fundamentals for students to continue studying and doing in-depth research of marketing aspects (industrial marketing, service marketing, agricultural marketing).
- Skills: Course provides students with skills in skills such as: group work, presentations, use of computers
- Attitude: Course provides students with attitudes in the sense of autonomy and social responsibility.

* *Course expected learning outcomes*

The module contributes to the following Output Standards of the curriculum according to the following levels::

I – Introduction; P – Practice; R – Reinforce; M – Master

Code of course	Name of course	The degree of contribution of the course to the curriculum of the training program										
		1.2	4.3	10.3
KQ02106	Basics of Marketing	P	I	I								

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Knowledge		

CELO1	Explain the knowledge, methods and systematic ability to solve problems of marketing, organization's management in life, economy and society.	1.2
Skills		
CELO 2	Perform effectively as a team member or as a team leader.	4.3
Attitude		
CELO 3	Recognize the career orientation and willingness for lifelong learning to respond to the rapid change of production and business activities in the context of globalization.	10.3

3. Course description

Brief description of the course: This course includes the Overview of Marketing; Marketing environment; Customer behavior; Market strategy: Market segmentation, target market selection and product positioning; Product strategy; Pricing strategy; Place strategy; Promotion strategy; Marketing organization and evaluation.

4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3
Teaching and learning			
Lecturing	X	X	X
Teaching through practical work	X	X	
Group-based learning	X	X	X
.....			
Assessment			
Rubric 1. Diligence (10%)	X	X	x
Rubric 2. Assignments or presentation (10%)		X	x
Rubric 3. Midterm (20%)	X	X	
Rubric 4 Final exam (60%)	X	X	

5. Student tasks

- Attendance: All students seriously and actively participate in discussing of the lecture.
- Preparation for the lecture: All students must read and prepare the self-study lecture documents before the class.
- Assignment: All students must take part in the assignment
- Mid-term exam: All students attend the mid-term exam
- Final exam: All students must attend the final exam

6. Text books and references

* *Text Books/Lecture Notes:*

* *Sách giáo trình/Bài giảng:*

Tran Minh Dao (2009), *Basic Marketing Lecture* (NXB ĐH KTQD)

Nguyen Van Phuong et al (2021), *Basic marketing lecture, Agricultural University Publishing House, Hanoi*

Philip Kotler (2007). *Essentials of Marketing*, Social Labor Publishing House

Dang Van Tien. (2011), *Basic Marketing Lecture*, Agricultural University Publishing House, Hanoi

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing 16th Edition*, Prentice Hall Publishers

Grewal, Dhruv Levy, Michael (2016), *Marketing: New York Press : McGraw-Hill, USA.*

Harry Beckwith, translated by Dang Thuy Linh (2018), *Selling without: Marketing in real war in the 4.0 era*, Hong Duc Publishing House.

*** Tài liệu tham khảo khác:**

Brian Tracy ; Nhat Minh Translation (2015), *Marketing Art: World Publishing House.*

Pham Thi Huyen et al (2015), *Marketing to institutional customers: Monographs* (Education Publishing House)

7. Course outline

Week	Content	Course expected learning outcomes
1	Chapter 1: The Essence of Marketing	CELO1-3
	A/ The main content in class: Content of theoretical education: (5 hours) 1. Marketing basics 1.1. Marketing concept 1.2. The role of marketing in business 1.3. Marketing development process 1.4. Marketing goals and tasks 2. Marketing management 2.1. The concept and meaning of marketing management 2.2. Marketing management perspectives Content of the seminar/discussion: (1 hours) • The history and development process of Marketing • Difference of opinion between the traditional Marketing and Modern Marketing • Some typical situations in modern marketing activities Chapter 1: Practical exercises (1 hours)	
	B/ Self-study contents at home: (21 hours) 1. Marketing basics 1.1. Marketing concept 1.2. The role of marketing in business 1.3. Marketing development process 1.4. Marketing goals and tasks 2. Marketing management	

	2.1. The concept and meaning of marketing management 2.2. Marketing management perspectives	
	CHAPTER 2: Marketing environment	CELO1-3
	A/ The main content in class: Content of theoretical education: (4 hours) 1. Marketing Information System (MIS) 1.1. Concept 1.2. Components of a marketing information system 2. Marketing environment 2.1. Macro environment 2.2. Microenvironment Content of the seminar/discussion: (1 hours) • Analyze the advantages of the micro-marketing environment to the marketing activities of enterprises. Analyze the advantages of the micro-marketing environment to the marketing activities of enterprises	
	B/ Self-study contents at home: (15 hours) 1. Marketing Information System (MIS) 1.1. Concept 1.2. Components of a marketing information system 2. Marketing environment 2.1. Macro environment 2.2. Microenvironment	
	CHƯƠNG 3: Market and customer behavior	CELO1-3
	A/ The main content in class: Content of theoretical education: (4 hours) 3.1. Market 3.1.1. Market concept 3.1.2. Market Segmentation 3.1.3 Market assessment and forecast 3.2. Consumer buying behavior 3.2.1. Buying behavior of individuals 3.2.2. Organizational buying behavior 3.2.3 Factors affecting the buying behavior of customers 3.3 Customer relationship management (CRM) Content of the seminar/discussion: (1 hours) • What are some methods of estimating and forecasting market demand? Factors affecting the purchasing behavior of individual and organizational customers in Marketing?	

	B/ Self-study contents at home: (15 hours) 3.1. Market 3.1.1. Market concept 3.1.2. Market Segmentation 3.1.3 Market assessment and forecast 3.2. Consumer buying behavior 3.2.1. Buying behavior of individuals 3.2.2. Organizational buying behavior 3.2.3 Factors affecting the buying behavior of customers 3.3 Customer relationship management (CRM)	
	CHAPTER 4: Market strategy	CELO1-3
	A/ The main content in class: Content of theoretical education: (3 hours) 4.1 Market Segmentation 4.1.1 Concept, role of market segment 4.2.2 Requirements for market segmentation 4.3.3 Market segmentation criteria 4.2. Target market selection 4.2.1. The concept and role of the target market 4.2.2. Requirements for the target market 4.2.3. Options for selecting target markets 4.2.4. Strategies to meet the target market 4.3. Market positioning 4.3.1. Concept 4.3.2. Market positioning strategies 4.3.3. Market positioning steps Content of the seminar/discussion: (2 hours) • What are the criteria applied in market segmentation in Marketing? • Options for selecting target markets and strategies for meeting target markets? Some market positioning strategies of large enterprises in the market?	
	B/ Self-study contents at home: (15 hours) 14.1 Market Segmentation 4.1.1 Concept, role of market segment 4.2.2 Requirements for market segmentation 4.3.3 Market segmentation criteria 4.2. Target market selection 4.2.1. The concept and role of the target market 4.2.2. Requirements for the target market 4.2.3. Options for selecting target markets	

	4.2.4. Strategies to meet the target market 4.3. Market positioning 4.3.1. Concept 4.3.2. Market positioning strategies 4.3.3. Market positioning steps	
	CHAPTER 5: PRODUCTS	CELO1-3
	A/ The main content in class: Content of theoretical education: (3 hours) 5.1. Products in marketing 5.1.1. Concept 5.1.2. Product properties and textures 5.2. Product decision 5.2.1. Deciding on product branding and packaging 5.2.2. Deciding on product categories and categories 5.2.3. New product marketing decision 5.2.4. Marketing with the product life cycle Content of the seminar/discussion: (2 hours) • What are the product components in marketing? • Marketing policy according to the stages of the product life cycle? Product differentiation strategy and issues to be aware of?	
	B Self-study contents at home: (15 hours) 5.1. Products in marketing 5.1.1. Concept 5.1.2. Product properties and textures 5.2. Product decision 5.2.1. Deciding on product branding and packaging 5.2.2. Deciding on product categories and categories 5.2.3. New product marketing decision 5.2.4. Marketing with the product life cycle	
	CHAPTER 6: PRICE	CELO1-3
	A/ The main content in class: Content of theoretical education: (3 hours) 6.1. The concept of price 6.2. Factors affecting price and pricing strategy 6.3. The process of pricing 6.4. Pricing Strategies Content of the seminar/discussion: (1 hours) • Factors affecting price and pricing strategy?	

	<ul style="list-style-type: none"> • Some typical pricing strategies? Exercise chapter 6: (1 period)	
	B/ Self-study contents at home: (15 hours) <ul style="list-style-type: none"> 6.1. The concept of price 6.2. Factors affecting price and pricing strategy 6.3. The process of pricing 6.4. Pricing Strategies 	
	CHAPTER 7: PLACE	CELO1-3
	A/ The main content in class: Content of theoretical education: (3 hours) <ul style="list-style-type: none"> 7.1. Purpose, requirements and functions of the distribution policy 7.2. Intermediaries in the distribution channel 7.3. Distribution method and distribution channel 7.4. Distribution strategies 7.5. Selecting and managing distribution channels Content of the seminar/discussion: (1 hours) <ul style="list-style-type: none"> • <i>Comparison between traditional distribution channels and modern distribution channels (VMS).</i> • <i>What are the pros and cons of typical distribution strategies?</i> Exercise Chapter 7: (1 period)	
	B/ Self-study contents at home: (15 hours t) <ul style="list-style-type: none"> 7.1. Purpose, requirements and functions of the distribution policy 7.2. Intermediaries in the distribution channel 7.3. Distribution method and distribution channel 7.4. Distribution strategies 7.5. Selecting and managing distribution channels 	
	CHAPTER 8: PROMOTION	CELO1-3
	A/ The main content in class: Content of theoretical education: (3 hours) <ul style="list-style-type: none"> 8.1. Overview of communication in marketing 8.2. Communication process 8.3 Communication tools <ul style="list-style-type: none"> 8.3.1 Advertising 8.3.2 Public Relations 8.3.3 Promotions 8.3.4 Direct Marketing Content of the seminar/discussion: (2 hours)	

	<ul style="list-style-type: none"> • Compare the advantages and disadvantages of communication tools? • What is the basic difference between Advertising and PR? <p>Some typical communication strategies of large enterprises?</p>	
	<p>B/ Self-study contents at home: (15 hours)</p> <p>8.1. Overview of communication in marketing</p> <p>8.2. Communication process</p> <p>8.3 Communication tools</p> <p>8.3.1 Advertising</p> <p>8.3.2 Public Relations</p> <p>8.3.3 Promotions</p> <p>8.3.4 Direct Marketing</p>	
	CHAPTER 9: ORGANIZATION AND EVALUTATION OF MARKETING	CELO1-3
	<p>A/ The main content in class:</p> <p>Content of theoretical education: (3 hours)</p> <p>9.1. Organization of marketing management apparatus in the enterprise</p> <p>9.2. Marketing implementation plan in the business</p> <p>9.3. Check and evaluate marketing strategies and policies.</p>	
	<p>B/ Self-study contents at home: (9 hours)</p> <p>9.1. Organization of marketing management apparatus in the enterprise</p> <p>9.2. Marketing implementation plan in the business</p> <p>9.3. Check and evaluate marketing strategies and policies.</p>	

X. Lecturer's requirements for the course:

- Class size: maximum 50 students
- Teaching facilities: The classroom must have enough equipment for teaching and presentations (projectors, speakers, microphones, sockets, wires, boards, chalk with good quality).

CHIEF OF DEPARTMENT

(Sign and write full name)

Ha Noii, dated 1 August 2022.

LECTURER

(Sign and write full name)

NGUYỄN VĂN HƯỚNG

DEAN OF FACULTY

(Sign and write full name)

APPROVED BY VNUA

(Sign and write full name)

