

Syllabus of

Marketing in Engineering Management

Spring, 2022

1. Course Number : 60168042-5

2. Instructor: Lei Zhao

Office: Shunde Building (舜德楼), Room S606

Email: lzhao@tsinghua.edu.cn

Office hours: By appointment

3. References:

✧ Kotler, Philip and Gary Armstrong (2021). Principles of Marketing. 17th Ed. Tsinghua University Press.

✧ Selected reference articles and online resources

4. Prerequisites: None.

5. Course description:

An introductory course to Marketing.

6. Course objectives:

At the end of this course, students are expected to understand

- ✧ the basic concepts of marketing and the steps in the marketing process,
- ✧ the analysis of the marketing environment, and
- ✧ the fundamentals of customer value-driven marketing strategy and mix.

7. Tentative topics:

Chapter 1 Marketing: Creating customer value and engagement

Chapter 2 Company and marketing strategy

Chapter 3 Analyzing the marketing environment

Chapter 4 Managing marketing information

Chapter 5 Consumer markets and buyer behavior

Chapter 6 Business markets and business buyer behavior

Chapter 7 Customer value-driven marketing strategy

Chapter 8 Products, services, and brands

Chapter 10 Pricing

Chapter 11 Pricing strategies

Chapter 12 Marketing channels

Chapter 13 Retailing and wholesaling

Chapter 14 Engaging consumers and communicating customer value

Chapter 17 Direct, online, social media, and mobile marketing (tentative)

8. Homework:

Due date: One week after the assignment date

Due time: Beginning of the class

Late penalty: < 1 day: 90%

< 2 days: 80%

>=2 days: 0%

Copying: Strictly prohibited (0%)!!!

9. Class Participation: Required.

10. Course Project: To be announced.

11. Grading Policy:

Homework 50%

Project 35%

~~Final exam 40%~~

Quiz (2) 5%

Class Participation 10%

Total 100%