

Department	International College of Liberal Arts		
Semester	Spring 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	BUSN235		
Course Title	Foundation of Marketing		
Prerequisites	None		
Course Instructor	LI Jiamin	Year Available (Grade Level)	2
Subject Area	Global Business & Economics	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	<p>"I might need a competitive analysis for our marketing plan." "How do I find the best consumer for our product?" "Should we promote via email, social media, or retail shops? And how do I know what's working?"</p> <p>You'll likely face these types of questions in your future marketing role—and this course is designed to help you answer them with confidence.</p> <p>This introductory course covers the key foundations of marketing, from understanding customer needs and market segmentation to crafting a value proposition and positioning strategy. You'll explore core tools like STP model (marketing strategy), 4Ps (tactical marketing execution), SWOT analysis (strategic planning), Five-Force analysis (industry competitiveness), and AIDA (customer purchase decision), while developing a practical mindset through weekly discussions and real-world case studies.</p> <p>By the end of the course, you'll be equipped to analyze markets, understand consumer behavior, design marketing strategies, and respond to emerging challenges such as sustainability and AI in marketing.</p> <p>Whether you're aiming to launch a new product, grow a brand, or communicate effectively across platforms, this course provides the strategic thinking and essential frameworks to help you thrive in the marketing world.</p>
Class plan based on course evaluation from previous academic year	To improve engagement and prevent side conversations, we will implement assigned seating for group work. Additionally, we will shift from traditional lectures to a more interactive workshop style, utilizing digital polling and scenario-driven cases to make theoretical frameworks more tangible for undergraduates.
Course related to the instructor's practical experience (Summary of experience)	This course is taught by an instructor with practical experience. I will apply my professional expertise in digital marketing / paid media to the course, providing students with real-world context for how marketing strategies are executed in high-stakes environments.
Learning Goals	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Analyze and Strategize: Conduct comprehensive environmental audits (SWOT/Five-Forces) and develop targeted marketing strategies using the STP framework. 2. Execute Tactically: Design and manage an integrated Marketing Mix (4Ps), moving from product development to pricing and promotional execution. 3. Evaluate and Adapt: Critically assess consumer behavior and market research data to pivot strategies in response to emerging digital trends, sustainability requirements, and AI developments. 4. Apply Ethics: Navigate the moral complexities of modern marketing, ensuring marketing activities remain responsible and inclusive.

iCLA Diploma Policy	DP1/DP2/DP3/DP4
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iCLA Diploma Policy

- (DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge
- (DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world
- (DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams
- (DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Discussion, Debate/Group Work/Presentation/Workshop, Fieldwork				
More details/supplemental information on Active Learning Methods	<p>To ensure students move beyond passive listening to active strategic thinking, the following methods will be applied throughout the Foundations of Marketing course:</p> <p>Problem-Based Learning (PBL): Each module begins with a "Market Friction" scenario: a real-world business problem where a brand is losing relevance. Students must work backward from the problem to identify which marketing framework (e.g., SWOT or Five Forces) can provide a solution.</p> <p>Students will engage in structured debates regarding Market Positioning. Groups will be assigned competing brands and must argue for the most effective way to gain market share, focusing on how to differentiate a product effectively in a crowded category.</p> <p>Group Work: Students are organized into "Marketing Teams" (assigned seating). This structure encourages long-term collaboration as they co-create marketing audits and tactical plans, simulating the team dynamics of a professional marketing department.</p> <p>Presentation: Group presentations of final projects integrating STP, 4Ps, sustainability, and ethical considerations.</p>				
Use of ICT	Video and interactive poll will be used.				
Contents of class preparation and review	Each week requires five hours of independent work: four hours of preparation involving a thorough reading of assigned Principles of Marketing chapters and a preview of class slides to prepare for upcoming "Tangible Tasks," followed by one hour of post-class Case Discovery. During this review, students must identify a real-world business case or news article that exemplifies the week's core concept, such as a specific pricing or positioning strategy, to demonstrate how theoretical frameworks drive actual market growth.	Hours expected to be spent preparing for class (hours per week)	4 hours	Hours expected to be spent on class review (hours per week)	1 hour
Feedback Methods	<ul style="list-style-type: none"> - Class Discussions: Active participation is encouraged, and I will provide immediate verbal feedback to clarify marketing frameworks and strategies. - Review of Assessments: Graded quizzes, homework, and workshop results will be reviewed in class to address common misconceptions and ensure a clear understanding of core concepts. - Office Hours: Students are highly encouraged to meet with the instructor during scheduled office hours for personalized guidance on course content or group project development. 				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Mid-term Group Presentation	30%	Initial Marketing Audit and STP Strategy.
Final Group Presentation	30%	Comprehensive group marketing plan integrating 4Ps, ethics, and sustainability.
Quizzes	20%	Periodic assessments of core marketing definitions and strategic frameworks.
Active Participation	20%	In class discussion

Required Textbook(s)	Albrecht, M. G., Green, M., & Hoffman, L. (2023). Principles of Marketing. OpenStax. Freely accessible from https://openstax.org/details/books/principles-marketing
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Other Reading Materials/URL	Students are encouraged to experience real-world marketing strategy via digital channels, such as TikTok, Google, Youtube, Instagram, etc.
Plagiarism Policy	Academic integrity is vital for any professional marketer: therefore, plagiarism in any form, including direct copying without citation, submitting AI-generated content as your own original work, or "double-submitting" projects from other courses, is strictly prohibited. Any confirmed act of academic dishonesty will result in an automatic failing grade (F) for either the assignment or the entire course, depending on the severity of the offense. Additionally, all violations will be formally reported to the University for further disciplinary review and potential penalties.
Other Additional Notes (Outline crucial policies and info not mentioned above)	<p>Smart Use of AI: In the real world, marketers use tools like ChatGPT every day for brainstorming and research, so we're going to do the same. Feel free to use AI to help with class discussions or presentations, but there's a catch: you must show your "workings." Include your prompts or scripts as an appendix so we can talk about how to use these tools professionally and effectively.</p> <p>Speak Up!: Marketing is all about conversation, not just listening to me talk. I love it when you ask questions or share a cool brand example you just saw. Don't worry about "interrupting". Jump in anytime to ask for a deeper explanation or to challenge an idea. Your curiosity is what makes the class better.</p>

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Marketing as a Social Contract Moving beyond "selling" to Value Creation and solving market frictions.
Class 2	Market Orientation Why the customer's problem is the marketer's purpose.
Class 3	Internal Audit Using SWOT to identify a brand's unique "Social Weapon."
Class 4	External Forces Applying Porter's Five Forces to map the competitive battlefield.
Class 5	The Art of Segmentation Breaking down the crowd into meaningful, accessible tribes.
Class 6	Targeting and Positioning The power of "No": choosing who not to serve to build identity.
Class 7	The Product Solution Understanding the Product Life Cycle and staying relevant over time.
Class 8	Managing the Portfolio Strategic Product Mix: analyzing width, depth, and consistency.

Class 9	The Psychology of Price Why price acts as a signal of quality, status, and identity.
Class 10	Pricing Tactics Value-based vs. Psychological pricing and the concept of fairness.
Class 11	The Logistics of Access Distribution Channels: how marketers bridge the gap to the consumer.
Class 12	Channel Strategy Direct vs. Indirect models and maintaining brand control.
Class 13	The Weaponry of Persuasion The AIDA Model: capturing Attention and driving Action.
Class 14	Integrated Marketing Communications The "Social Weapon" of consistency: speaking with one voice across media.
Class 15	Mid-Term Strategic Audit I Group Pitches: defending the SWOT and STP strategy.
Class 16	Mid-Term Strategic Audit II Group Pitches: feedback and iterative strategic refinement.
Class 17	Inside the Consumer Mind Need recognition and the start of the decision-making process.
Class 18	Path to Purchase Evaluation of alternatives and post-purchase cognitive dissonance.
Class 19	Authenticity in Green Marketing Principles of sustainable value and building long-term trust.
Class 20	The Ethics of Sustainability Identifying and avoiding the trap of "performative" greenwashing.
Class 21	Digital Warfare Social media as a real-time "Social Weapon" for brand engagement.

Class 22	Content and Attention Storytelling strategies for a low-attention-span digital world.
Class 23	Preparing for the Agency Perspective Analyzing the guest speaker's portfolio and industry impact.
Class 24	Guest Speaker Session Direct dialogue with a Global Digital Marketing Agency Director.
Class 25	Listening to the Market Market Research: capturing the "Voice of the Customer."
Class 26	Data into Insight Qualitative vs. Quantitative methods and social listening tools.
Class 27	The Ethical Future AI in Marketing: using algorithms as tools without losing humanity.
Class 28	Privacy and Bias The ethical boundaries of data-driven targeting and consumer protection.
Class 29	Final Strategy Pitches I Comprehensive growth plans integrating 4P execution and ethics.
Class 30	Final Strategy Pitches II Course wrap-up, final reflections, and the future of branding.