



**LSE-PKU Summer School
Beijing, China**

LPS-MG204 | Principles of Marketing

COURSE OUTLINE

INSTRUCTOR

Dr Xiaolin Li is an Assistant Professor of Marketing in Department of Management at LSE. She was formerly Assistant Professor of Marketing at Naveen Jindal School of Management, University of Texas at Dallas. Dr Xiaolin Li earned her MS in Applied Economics from Guanghua School of Management, Peking University and her PhD in Marketing from Carlson School of Management, University of Minnesota. She is interested in B2B marketing, and her current portfolio is centered on salesforce compensation and inter-firm procurement ties. Methodologically, she is an empiricist who strives to bring the most appropriate data collection and analysis techniques to bear on the problem at hand. Her current projects employ data collection procedures ranging from archival data, questionnaire surveys, laboratory experiments, to field interventions, while her analysis procedures have ranged from mathematical modeling and regressions, to dynamic, structural micro-econometric methods. Her works have been published or under review in *Journal of Marketing Research*, *Marketing Science*, *Management Science* and several other top journals.

COURSE OVERVIEW

The objective of this course is to introduce students to the principles and concepts of marketing, and to provide students with a framework to investigate how these principles and concepts can be used by a marketing manager to develop, evaluate and implement effective marketing strategies.

The topics covered will be considered in light of the dynamically changing marketplace.

LEARNING OUTCOMES

By the end of the course, students will:

- use and apply the Segmentation-Targeting-Positioning theoretical framework in Marketing;
- describe and implement different pricing methods such as markup pricing and target pricing;
- evaluate and implement ethical constraints;
- evaluate marketing environment and identify significant problems and/or opportunities facing an organization;
- design and implement marketing programs, which include tactical decisions in product, pricing, distribution and promotion

PREREQUISITES

There are no prerequisites for this course.

ASSESSMENT

Assessment will be based on a group project (worth 50% of the final mark) and a final exam (worth 50% of the final mark).

READINGS

A full reading list and electronic course pack will be provided to registered students approximately six weeks before the beginning of the programme.

In addition you will need to purchase the following book: "Marketing", 14th Edition, by Roger A. Kerin, Steven W. Hartley and William Rudelius, McGraw-Hill Irwin, 2019