

**MARK 2120 Marketing Management  
(Fall Semester 2017-18)**

**Sections L2**  
Course Syllabus  
(v 14 Nov 2017)

**INSTRUCTOR AND INSTRUCTIONAL ASSISTANT**

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**LEARNING OBJECTIVES**

This course is designed to provide students with sufficient knowledge of marketing principles that will enable them to understand the role and operation of a marketing manager. It will also help them develop skills necessary to analyse marketing problems leading to the development of strategic and tactical plans consistent with analysis.

On a broad level, students in this course are expected to be able to:

1. Explain and discuss the general concepts about marketing management and the marketing process.
2. Identify and explain the key elements of a marketing plan.
3. Conduct a thorough analysis of the marketing environment and identify the marketing problems facing a company.
4. Identify sources of marketing information necessary to develop a marketing plan.
5. Discuss consumer and buyer behavior models as they influence customer purchase decision-making.
6. Explain the concepts of segmentation, targeting and positioning as part of a comprehensive marketing plan.
7. Describe product, price, distribution, and promotion decisions as part of a marketing strategy and plan.
8. Identify and explain key issues surrounding marketing ethics and social responsibility.
9. Develop a set of skills important to successful performance in marketing management positions, including critical thinking, working in a group environment, oral and written presentation skills.

### Specific outcomes for each module

1. Introduction to Marketing Management
  - Define marketing and identify the steps in the marketing process.
  - Explain the difference between product-, production-, selling-, marketing-, and societal marketing orientation.
  - Explain the key differences between a marketing strategy, plan, and program.
  - Identify and explain the key elements of a marketing plan.
2. Marketing Environment Analysis
  - Describe the environmental forces that affect the company's ability to serve its customers.
  - Explain how changes in the external and internal marketing environment affect marketing decisions.
  - Identify the major trends in the firm's marketing environment.
3. Managing Marketing Information
  - Explain the importance of information to the company and its understanding of the marketplace.
  - Define the marketing information system and discuss its parts.
  - Outline the steps in the marketing research process.
  - Explain how companies gather, analyze and distribute marketing information.
  - Discuss the special issues some marketing researchers face with regards to public policy and ethical considerations.
4. Consumer and Buyer Behavior
  - Define the consumer and business markets.
  - Explain the difference between consumer and business markets.
  - Discuss a simple model of consumer buyer behavior.
  - Identify the factors that influence consumer and buyer behavior.
  - Define and discuss the major types of buying behavior and identify the stages in the buyer decision process.
  - Describe the adoption and diffusion process for new products.
5. Market Segmentation, Targeting, and Positioning
  - Discuss the steps in designing a customer-driven marketing strategy: market segmentation, targeting, and positioning.
  - List and discuss the major bases for segmenting consumer and business markets.
  - Explain how companies identify attractive market segments and choose a target market.
  - Discuss how companies position their products to achieve competitive advantage.
6. Product Strategies
  - Define a *product* and the major classifications of products and services.
  - Describe the various decision points that a marketing manager makes in relation to product management.
  - Explain how marketing managers build and manage brands.
  - Explain the product life cycle and how an understanding of the concept influences marketing decision-making.
  - Discuss the new product development process.
  - Explain the unique aspects of marketing a *service*.

7. Pricing Strategies
  - Identify the factors that influence pricing decisions.
  - Describe the major approaches in pricing products.
  - Discuss how companies adjust their prices on account of different types of customers and situations.
  - Discuss the key issues related to initiating and responding to price changes.
  
8. Distribution Strategies
  - Explain the importance of marketing channels.
  - Identify the major channel alternatives open to a company.
  - Explain how companies select, motivate, and evaluate channel members.
  - Explain the roles of wholesalers and retailers in the distribution channel.
  - Identify and describe the different types of wholesalers and retailers.
  - Explain the marketing decisions faced by wholesalers and retailers.
  
9. Promotion Strategies
  - Discuss the process of integrated marketing communication.
  - Define the promotion tools and discuss the factors that must be considered in developing the promotion mix.
  - Outline the steps in developing effective marketing communications.
  - Explain the methods for setting the promotion budget.
  
10. Marketing Ethics and Social Responsibility
  - Identify the social criticisms of marketing
  - Describe the principles of socially-responsible marketing
  - Explain the role of ethics in marketing
  - Evaluate the performance of a communication plan and revise accordingly

#### **CLASS SCHEDULE**

Our class meets on Tuesdays and Thursdays, 4:30 – 5:50 PM at LSK 1001. Attendance will be checked every session.

#### **TEXTBOOK AND LEARNING RESOURCES**

Kotler, Philip and Gary Armstrong (2016). *Principles of Marketing* (16th Edition). Pearson Education.

Students are expected to read relevant chapters of the text and other assigned readings *prior* to lectures. General lecture slides/guidelines will be posted on CANVAS a few days prior to the scheduled discussion of the topic. It is strongly recommended that students print and bring a copy of the lecture slides to class.

Supplementary reading materials will be occasionally assigned. It is the responsibility of students to search and reproduce a hardcopy of the relevant material if necessary. Videoclips, on the other hand, will only be shown in class once and will not be kept in the library. It is important, therefore, that students attend all lecture sessions so as not to miss any video material.

## COURSE DELIVERY AND ASSESSMENT

### Teaching approach

This course is primarily delivered through interactive lecture-discussion sessions. Students are expected to have read relevant chapters of the text and other assigned readings (e.g. text book and cases) prior to class.

Short video clips will be shown in class to supplement the interactive class discussion. At the same time, students will have access to a collection of popular articles/ readings to supplement their understanding of topics at hand. These materials will be kept in the reserve section of the library.

A central requirement of the course is the “Marketing Plan” team project. It is intended to give the students an experience in the design and implementation of a marketing plan. As the term progresses each team will be required to use the skills they have learned in the classroom to successfully complete their plan.

Students enrolled in MARK 2120 are also required to participate in 3 marketing experiments (of 1 hour each) OR by completing 3 research assignments. This provides the students with a hand-on experience of marketing research that will reinforce their understanding of the role it plays in marketing decision making. This coursework requirement is administered by the departmental Marketing Experiment Coordinator.

### Coursework components

The coursework requirements for this course are listed below:

<i>Coursework</i>	<i>Weighting (%)</i>	<i>Nature of Activity</i>
Pop Quizzes and Attendance	10	Individual
Class Participation	10	Individual
Marketing Plan <ul style="list-style-type: none"><li>• Customer Analysis/ Observational Research</li><li>• Written Marketing Plan</li><li>• Oral Presentation of Marketing Plan</li></ul>	10 10 10	Group (peer-assessed)
Test 1*	25	Individual
Test 2*	25	Individual
<i>Research Participation</i>	<i>3**</i>	<i>Individual</i>

\* Best 2 scores out of 3 tests

\*\* Students enrolled in MARK2120 are required to earn 3 research credits (worth 3% of the course grade). This can be done through participation in 3 *marketing experiments* (of 1 hour each) OR by completing 3 *research assignments*. This is a departmental policy, and non-compliance with this requirement, or any part thereof, will merit a corresponding percentage-point deduction from the student's final grade. For example, If the student completes only 2 hours of experiment, then 1 percentage-point will be deducted from his final course grade. If he completes only 1 hour of the requirement, then 2 percentage-points will be taken off his course grade. If he misses all 3 hours, then 3 percentage-points will be taken off his final course grade.

Scores on each of the above components will be summed to arrive at an overall score for each student. Based on this overall score, grades will be assigned as per a *relative grading system* (based on the School's grade distribution policy).

### **GROUP PROJECT(S)/ACTIVITIES**

Students will form groups consisting of around 5-6 members each. You are expected to work with other members of your group in undertaking the above projects/ activities. Your individual contribution to the group efforts and accomplishments will be reflected in a peer assessment/group evaluation that will be conducted for each group activity. No group swapping is allowed. You are also expected to manage your group activities effectively and efficiently.

Each group will gather several scientific and/or popular articles related to marketing from any publication (e.g., newspapers, magazines, internet). These articles should form a basis of an exhaustive environmental analysis leading to identification of Opportunities and Threats for marketing a particular product or service in a particular region and to a specified target market. From this analysis should evolve a comprehensive marketing plan that the group has formulated to take advantage of the opportunities explored in the earlier part of the activity.

#### **CUSTOMER ANALYSIS/ OBSERVATIONAL RESEARCH EXERCISE**

To develop an effective plan based on your customers' needs and nature, you should be able to answer questions like:

- Who are your customers?
- Where are they?
- What do they need?
- How do they make their buying decisions?
- Where do they buy?

As an integral part of your marketing plan, your group will observe activities of your target customers for the product that you are writing a marketing plan on. You will then provide a 3-page write up describing their consumer behaviour and conclude with a value proposition statement.

#### **WRITTEN MARKETING PLAN**

The written marketing plan with a maximum length of 10 pages (inclusive of relevant appendices) should be submitted online through CANVAS. Guidelines for writing the report will be posted on CANVAS.

#### **ORAL PRESENTATION**

Each group will be given 10 minutes to present its final marketing plan before the class during the last two weeks of the semester. Presentation guidelines will be provided close to the scheduled presentation dates, and will be posted on CANVAS. A 5-minute Q&A session will be allocated for each presentation.

Both written marketing plan and presentation files (Powerpoint) should be uploaded on CANVAS not later than the submission due dates indicated on the timetable at the end of this syllabus. Once submitted, no further alteration/ modification of the presentation files will be allowed.

Peer Assessment/Group Evaluation

In order to recognize individual contributions in these group activities, and to prevent free-loading problems, peer evaluation results will be used to adjust group grades in these coursework components in calculating the final individual grades.

Each student is required to evaluate his/ her team members' performance/contribution to the team via the *iPeer* system. The student will also conduct self-evaluation, although the self-evaluation score will not contribute towards the calculation of the student's average evaluation score.

Evaluation criteria include:

- Attendance during team meetings/ activities
- Contribution of useful ideas
- Quality of work done
- Quantity/ volume of work done
- Overall contribution

Each student is required to participate in this exercise for two events:

Event	Opening	Closing
Event 1: Customer Analysis/ Observational Research	24 Oct	26 Oct (11:59 pm)
Event 2: Marketing Plan preparation	21 Nov	24 Nov (11:59 pm)

A student who fails to submit his/her peer assessment on time will automatically earn a score of zero ("0") in that particular coursework component.

Individual peer assessment scores will be released on CANVAS by 5:00 p.m. on **01 December**. Students have until 5:00 p.m. on **06 December** to consult with the professor in case there are questions about his/ her peer assessment score. No queries or challenges will be entertained after 5:00 p.m., 06 December.

**TERM TESTS**

Three term tests will be administered during the semester. These will test your understanding of the materials covered in class, as well as the textbook and assigned supplementary materials. The tests will be "closed book" and will be administered on optical scan sheets and conventional writing pads, so you should bring HB pencils, an eraser, and a pen (blue or black ink only).

I will consider the two best scores (out of the three) in calculating your grade. Therefore, there will be no make-up test regardless of the validity of the reason the student presents for missing a test.

The tests will be administered IN-CLASS. Please check the timetable at the end of this syllabus for specific dates.

### **RESEARCH PARTICIPATION**

Several research studies will be conducted during the course of the semester by faculty members in the Department of Marketing. In a typical research study, you will be asked to view/read an advertisement or study a product and then answer one or more research questionnaires. If you wish to participate in a particular study, you should sign up for a session in advance and ensure that you reach the site of the study a few minutes in advance of the scheduled time. Make sure that you understand the procedures explained to you by the researcher and complete all questionnaires fully. Participation in at least 3 studies is compulsory. Guidelines and procedures are available on LMES, and (hard copies) will also be distributed to class under a separate cover.

### **ACADEMIC INTEGRITY**

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating and there are no acceptable excuses. Anyone caught cheating or plagiarizing in any form will fail the class. Plagiarism is copying anything from another source without citing that source.

Assignments identified as individual tasks must be completed without the assistance of others. For assignments identified as group work, it is expected that all members of the group will have contributed to the final output, and that only members of the group will have contributed to that output. A group may not collaborate with a group from another section of the course.

Extreme care must be taken to avoid passing of other's work as one's own. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Quizzes and tests are to be written without the assistance of notes, other material, or the help of others during the exercise.

The value of many in-class activities (case discussions, interactive learning exercises, etc.) in these courses is diminished by prior knowledge of them. You are explicitly requested not to discuss class activities with students in other sections of the same course. If students of earlier sections discuss class activities with students in later sections, we view that as cheating. Similarly, it is unacceptable for students of later sections to solicit information from students in earlier sections.

In general, any student who violates academic integrity, through such activities as duplication of another students' work in whole or in part, plagiarism, etc. or other means of cheating, will receive an F for the course. There is no honor in taking someone's work as your own.

The HKUST Academic Integrity site can be accessed at <http://www.ust.hk/vpao/integrity/>

## LEARNING ENVIRONMENT

Your professor makes strong efforts to make the class a comfortable and productive experience for everyone. Students are expected to do their part in maintaining such pleasant classroom environment.

- Please arrive on time. If you must be late, please minimize disturbance by arriving quietly.
- Please avoid leaving the classroom unless the class is finished.
- Switch off your mobile phones.
- Observe courtesy. Maintain silence when the class is in progress. Class participation is to be done in an orderly manner.
- Since wireless connection to the internet is available in the classroom, you are expected not to connect to the internet except for course-related materials (i.e., CANVAS course material download).

**MARK 2120- L2 TENTATIVE SCHEDULE (VERSION 14 NOVEMBER 2017)**

Wk	Dates	Topics	Chapters	Notes/ Comments
1	05 Sept (T)	Course Introduction		
	07 Sept (Th)	The Marketing Concept	1	
2	12 Sept (T)	The Marketing Concept (continued)	1	
	14 Sept (Th)	The Marketing Concept (continued)	1	<i>Group Formation Finalized 19 Sept</i>
3	19 Sept (T)	Marketing Strategy	2	
	21 Sept (Th)	Analysis of the Marketing Environment	3	
4	<b>26 Sept (T)</b>	<b>TEST 1 (Ch 1-3)</b>		
	28 Sept (Th)	Marketing Information	4	<i>Marketing Plan Topics due.</i>
5	03 Oct (T)	Marketing Information	4	
	<b>05 Oct (Th)</b>	<b>HOLIDAY</b>		
6	10 Oct (T)	Consumer and Buyer Behavior	5, 6	
	12 Oct (Th)	Consumer and Buyer Behavior	5, 6	
7	<b>17 Oct (T)</b>	<b>Test 2 (Ch 4-7)</b>		
	<b>19 Oct(Th)</b>	<b>FREE DAY</b>		<i>Prep day for Customer Analysis deliverable</i>
8	24 Oct (T)	Market Segmentation, Targeting, and Positioning	7	<b>Customer Analysis/ Observational Research Report due at 11:59 p.m. – uploaded on CANVAS</b>
	26 Oct (Th)	Market Segmentation, Targeting, and Positioning	7	<i>iPeer Event 1 closes at 11:59 p.m. on 26 Oct</i>
9	31 Oct (T)	Product	8, 9	
	02 Nov (Th)	Product (contd)		
	07 Nov (T)	Product (contd) and Price	8-11	
	09 Nov (Th)	Price	10-11	
10	14 Nov (T)	Promotion and Place	12-17	
	<b>16 Nov (Th)</b>	<b>TEST 3 (Ch 7-17)</b>		<b>Written marketing plan and presentation files (Powerpoint) should be uploaded on CANVAS not later than 5:00 p.m. on 20 November (Monday).</b>
11	21 Nov (T)	Marketing Plan: Group Presentations		
	23 Nov (Th)	Marketing Plan: Group Presentations		<i>iPeer Event 2 closes at 11:59 p.m. on 24 Nov</i>
12	<del>28 Nov (T)</del>	<del>Marketing Plan: Group Presentations</del>		<i>Will be rescheduled to a designated "make-up session." TBA</i>
	30 Nov (Th)	Marketing Plan: Group Presentations		iPeer evaluation scores released on CANVAS on 01 December 06 December (5:00 pm)- Professor stops entertaining any questions/ queries about individual iPeer scores.