

The Hong Kong University of Science and Technology
School of Business and Management

MARK 2120 – MARKETING MANAGEMENT (3 units)

Fall Semester, 2018/2019

Instructor:

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Office hours: by appointment Thursday 3pm-5pm

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Class logistics:

Tues 4 September – Thu November 30

1:30 pm-2:50 pm

Location: LSK 1003

Overview:

Marketing is a pivotal function to the success of any business. An excellent marketer figures out how to provide value to customers who in turn provide revenue for the company, hence profit. Marketers must identify and measure customers' needs and wants, select the most appropriate target customers, and then develop programs that satisfy both customers' needs as well as the firm's needs for profits.

Marketing can be one of the most fun roles in business. In this course, you will learn about systematic approaches and structural frameworks for marketing problems. But it takes creativity and soft skills to make a marketing plan shine, and we will cover both the science and the art of good marketing. Marketing is also a fast changing field, and we will cover new developments such as digital and social marketing, which will serve you well in almost any field.

The objective of this course is to help you develop a broad and practical understanding of the central role that marketing plays in business. This first course in marketing will provide a solid foundation for strategic thinking in marketing, teach you relevant analytical frameworks via lectures and class discussions, and allow you to develop a sophisticated awareness of the latest developments in the field. We focus on marketing as a management discipline as well as a force in society, and try to answer questions such as the following: What is marketing? What role does it play in modern organizations? What makes for a good marketing strategy and what tactical tools bring such a strategy to life?

Throughout the class, we'll ask these basic questions to dig deeply into the marketing activities of familiar companies and important marketing issues. The attraction and retention of profitable customers must involve consideration of the product or service being offered, the way in which the product is sold and distributed, how pricing is set and structured, and how the value of the offering is communicated.

Learning objectives:

You already have some anecdotal knowledge about marketing from a consumer point of view. In this course, you will take the perspective of a business. By the end of this course, you should have a basic but complete understanding of the real world of marketing, and the ability to create and assess a marketing strategy for a product or service from organizational, consumer, and societal viewpoints.

Specifically, we will:

1. Examine the key concepts, theories and principles of marketing and its relationship to other business functions and business environment.
2. Analyze the core issues involved in a marketing problem and critically evaluate the underlying assumptions, relevant concepts, and theories.
3. Propose rigorous and creative solutions to a range of marketing problems using selected quantitative and analytic tools and persuasively communicate those solutions and decisions to a variety of audiences, both orally and in writing.
4. Assess the impact and function of marketing from the perspective of the organization, the individual consumer, and society, taking account for the factors such as cultural diversity, globalization, ethics and social responsibility.
5. Lead and work effectively in a team to accomplish selected tasks, respecting the ideas and opinions of others and making a positive contribution to collaborative projects.
6. Select and evaluate information and effectively utilize information technology to achieve marketing goals.
7. Identify and exploit key opportunities that are conducive to career success.

Textbook:

Principles of Marketing, 17th Edition, by Kotler and Armstrong, Pearson. This is a very popular book that is being used in many other universities. The required chapters will be found in the course schedule part of this syllabus. Note that reserve copies are available in the library.

Optional Reading:

Al Ries and Jack Trout, **Positioning: The Battle for your Mind.** This is excellent book showing how to think about key marketing concepts. The examples are dated however the concepts are powerful and fundamental. The book is short, well-written, and enjoyable. It is available at the HKUST library and the Hong Kong public library.

Grading Scheme

Best 2 of 3 Quizzes 25% each
Observational Research Exercise 10%
Class Participation 5% (includes In-Class Group Exercises)
Research Participation 3%
Project: 32%
 Written Report 17%
 Presentation 10%
 Audience evaluation 2%
 Peer review 3%

Group Project

The most important assignment in this class is the group project, and it is the largest component of your grade. As we progress through the course and learn about each aspect of marketing, you will build a complete marketing plan for an actual business and product. You will work in teams to mimic an actual marketing team in a business organizational structure.

Group Formation

Students are required to work within a group consisting of five to six members each. Students can form their own groups however the instructor will make the final decision.

IMPORTANT: Upon the formation of the group, group members are required to sit together in each class.

Written Report

The main deliverable of the group project is a marketing plan for a new restaurant in Hong Kong. You will pick an existing restaurant group in Hong Kong, or you can choose any other company in a food-related business with the instructor's approval. Imagine his company will expand by introducing a new restaurant.

This is designed as a holistic exercise in which each team is required to think end-to-end: (1) assess market opportunities by analyzing customers, competitors, and the company ("3 Cs"), (2) identify the marketing strategy ("STP"), and (3) design effective marketing programs by selecting appropriate strategies for product, pricing, promotion, and place ("4 Ps"). To accomplish these goals, it is very important that the team should become domain experts on the company and the industry. More detailed instructions will be provided during the class.

Format of the written report:

8 pages minimum, 12 pages maximum including tables and appendices (but not the title and executive summary pages).

Times New Roman (12 Point), double space, 1 inch border on all sides.

Note that this format requirement will be strictly enforced. The final report is due Nov 29, 7pm. No late report will be accepted. Each team must upload their report to Canvas in Word or PDF format. No paper copies will be accepted.

Project Presentation

Each group will also be required to make a presentation to the class. The presentation should be made by a maximum of two members on behalf of the group. Each team will have 20 minutes for the entire presentation. Plan to spend for about 15 minutes for the presentation and the remaining for Q&A for the audience. Attendance is mandatory at all presentations and will be counted as "class participation".

Audience evaluation

To practice your skills in evaluating marketing plans, each student will complete a short evaluation of each presentation. Each group's grade will be influenced by the audience evaluation.

Peer evaluation

To ensure and encourage quality teamwork among the members, each person will have an opportunity to evaluate other members in her/his group at the end of the semester. The individual performance on the group project may be adjusted based on the peer evaluations.

Quizzes

There will be 3 quizzes in total.

- o Best two out of three quizzes will be considered for grading purpose.
 - o The quizzes will mostly consist of objective questions, such as “multiple-choice” and “fill in the blanks”. Each quiz may have between 25 and 30 questions.
 - o The vast majority of the questions will be based mainly on class lectures, additional reading materials, video clips, and assigned chapter readings.
 - o The quiz material will not be cumulative in nature. However, it should be kept in mind that most topics in the course are interrelated; thus answering questions relating to a particular topic may require some knowledge of prior topics.
- Refer to the class schedule for quiz dates and venues.

Observational Research Exercise

This exercise is to be done in pairs (i.e., groups of two). The purpose of this exercise is to give you an introductory practice in market research and help you appreciate how consumer behavior is not an abstract subject that exists only as definitions in your textbook. This assignment requires you to use your skills as an observational researcher, observing some specific consumer activity as it happens around you. Further details will be announced at the beginning of the semester. This assignment will be due at the beginning of class on Oct 9.

Class Participation

The classroom experience is very important in your learning process. There will also be individual class participation points. Since individual participation is important, I would like each student to hand in a photo card by end of day September 11 (Tuesday). Please download the photo card form from Canvas (look under “Assignments”) and submit your completed card online before or on the due date. There will be a penalty for late submission, except for students who are still on the waiting-list as of September 11. If you happen to add the class after September 11, welcome, and please submit your photo card as soon as possible!

In-Class Group Exercises

In addition to lectures, time will be allocated to in-class group exercises. These exercises will be in the form of small caselets (written or video), or discussion questions that will be handed out in class. Each group of students will then get some time (10-15 minutes) to discuss the assignment with one another. Following this, I will ask one group to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion. In order to facilitate this type of discussion, each group of students is required to sit together for all classes during the semester. Group participation points will only be given to members of the group who are present for the discussion. Your performance on the in-class group assignments will form part of your class participation grade.

Research credit

Students enrolled in this class are expected to earn 3 research credits (worth 3% of the grade). This can be done through participation in 3 marketing experiments (of 1 hour each) OR by completing 3 research assignments.

Marketing experiments will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be given to you once the add/drop period is over. They will be posted on your course website. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research

experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

If you choose to do research assignments, you can pick them up from the Marketing Department Office (room LSK 4018). These assignments can be turned in on the last day of class to the MARKETING MAIN OFFICE. Please do not give it to me (your instructor) since they are evaluated by the department.

Questions about this component of the grade should be sent to markexpt@ust.hk.

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 or plagiarism and there are no acceptable excuses.

UST places a strong emphasis on academic integrity and has introduced regulations to back this up. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention. Please visit the website at <http://acadreg.ust.hk/generalreg.html>.

The penalty for cheating can range from failure of a quiz or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Quizzes are to be written without the assistance of notes or other people, unless the instructor explicitly tells you otherwise. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course.

The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Class Schedule

| Lecture # | Topic | Chapters** |
|---|--|------------------|
| 1-2 Sep 4,6 | I. Introduction a) Course Outline and Syllabus b) What is Marketing? Why is it important? | 1 |
| 3-9 Sep 11, 13, 18, 20, 27, Oct 2, 4 | II. Understanding the Marketing Environment a) Company and Marketing Strategy b) Competition and the Marketing Environment c) Marketing Information and Research d) Consumer Behavior <i>Quiz 1 on Oct 2 during class</i> <i>Observational Research Exercise Due Oct 9</i> | 2 3 4 5 |
| 10-15 Oct 9, 11, 16, 18, 23, 25 | III. Designing a Marketing Strategy a) Segmentation and Targeting b) Positioning and Differentiation c) Ethics d) Structure of Marketing Plan <i>Quiz 2 on Oct 25 during class</i> | 7 7 20 |
| 16-21 Oct 30, Nov 1, 6, 8, 13, 15 | IV. Execution: The Marketing Mix a) Product b) Price c) Place | 8 10,11 12 |

| | | |
|----------------------------------|--|-------|
| | d) Promotion <i>Quiz 3 during exam period (date/time and venue TBD)</i> | 14-17 |
| 22 - 26 Nov 20, 22, 27, 29 | V. Final Project Presentations And course wrapup | |
| | <i>Project Report due Nov 29, 7pm</i> | |

There will be no class on September 25 (Public holiday).
This schedule is tentative and depends on class progress and speed.

Class policies:

1. Computers: We will refer to some materials in CANVAS from time to time, and some of the in-class activities may require a computer or submission to Canvas, so please bring your laptop to class. But unless we are using the computers, please keep your lids closed and other devices off.
2. Phones: Please turn OFF your cell phones before the class begins. If you need to use the phone, please step outside the room.
3. Participation: We all learn from each other in a collaborative discussion format, so attendance, attention, and participation are musts. I will publish class lecture materials, so please focus on staying engaged, not taking extensive notes. Classroom distractions and attention problems will hurt your class participation grade.
4. Attendance: I will not specifically grade on attendance, however if you do not attend you may miss material for the quizzes and miss in-class exercises and your participation grade will suffer.
5. Make-up sessions: It is your responsibility to ensure you can attend the classes and complete the assignments. If you must miss a class or an assignment, there is no provision for make-up sessions. You must plan in advance and balance your own schedule.
6. Please complete the assigned readings before class. This is particularly important for discussion and participation.
7. All deadlines will be strictly enforced. Late submissions will not be graded and no make-up assignments will be allowed.
8. Always bring a calculator to classes and exams. Calculators CANNOT be shared during exams.