

MARK 2120–Marketing Management

(Semester 1, 2019 -2020, L1 & L4)

COURSE SYLLABUS

Instructor

Dr. Linying (Sophie) FAN

Office: LSK 4004 | Phone: 2358-7693| E-mail: sophiefan@ust.hk

Office hours: By appointment

Teaching Assistant

Ms. Kayee (Kitty) HUNG:

kittyhung@ust.hk

Ms. Wooyun YANG:

wyangaq@connect.ust.hk

Course Website

The site is available through Canvas at <https://canvas.ust.hk/>. You are required to access the website on regular basis. The site will contain useful material including: announcements, syllabus, assignment guidelines, readings, sample exams, PowerPoint slides from class lectures, and other fun and useful things!

Course Materials

PowerPoint slides from class lectures are the **core** materials. In addition, the recommend book is ***Principles of Marketing -17th edition*** (14th, 15th, or 16th edition is also fine) by Kotler and Armstrong, Prentice Hall. In case you prefer to borrow, I reserve server copies of the book (15th, 16th, and 17th edition) from the library under course # MARK2120. You can borrow 2 hours each time.

Deadlines / Important Dates

Personal Information Survey Due	Sep 03*
Photo card (hard copy)	Sep 17
Group Formation Due	Sep 19
Quiz 1	Sep 26, evening
Quiz 2	Oct 29, evening
Final Project Report Due	Dec 06, 6pm

**Personal Information Survey.*

I would like to get to know you before our first class meeting so that we can co-create a customized course. Therefore, I strongly encourage you to finish a short survey by **September 03** through the link: https://hkpumarketing.au1.qualtrics.com/jfe/form/SV_206QhEKKRe0iRtb

COURSE SCHEDULE

For semester 1 (2019 - 20), the class will meet three lecture hours weekly from September 2, 2019 to November 30, 2019 excluding university holidays. In addition to the lecture hours, students need to meet with their group members at the outside classroom time to work on their group work.

Week	Lecture	Date	Topic	Assignments Deadline & Particulars	Readings BEFORE class
1	1	Sep 03	Course Introduction	Personal info survey due Sep 03*	Syllabus
	2	Sep 05	Marketing Process		CH. 1
2	3	Sep 10	Company and marketing strategy I		CH.2
	4	Sep 12	Company and marketing strategy II & Social Responsibility and Ethics		CH.2 & CH.20
3	5	Sep 17	Assessing (Global) Marketing Environment I	Distribute Case 1	CH.3 & CH.19
	6	Sep 19	Assessing (Global) Marketing Environment II	Case Study 1 Group Formation Due	CH.3 & CH.19
4	7	Sep 24	Wrap-up for Quiz 1		
	8	Sep 26	No lecture	Quiz 1 (7-8pm)	
5		Oct 01	No class	Public Holiday	
	9	Oct 03	Understanding Customer Behaviors I		CH.5& CH.6
6	10	Oct 08	Understanding Customer Behaviors II		CH.5& CH.6
	11	Oct 10	Managing Marketing Information I		CH.4
7	12	Oct 15	Managing Marketing Information II		CH.4
		Oct 17	No class	Optional group customized meeting for the final project	
8	13	Oct 22	Segmentation, Targeting, & Positioning I		CH.7
	14	Oct 24	Segmentation, Targeting, & Positioning II, Wrap-up for Quiz 2		CH.7
9	15	Oct 29	No lecture	Quiz 2 (7-8pm)	
	16	Oct 31	Product		CH.8 & CH.9
10	17	Nov 05	Pricing and Place		CH.10 & CH.12,13
	18	Nov 07	Promotion I		CH.14 & CH.15
11	19	Nov 12	Promotion II and Wrap-up for Quiz 3		CH.14 & CH.15
	20	Nov 14	No class. Optional group customized meeting with the professor for the final project	Meeting in professor's office-LSK 4004	
12	21	Nov 19	No lecture	Quiz 3 (7-8pm)	
	22	Nov 21	Final project presentations I		
13	23	Nov 26	Final project presentations II		
	24	Nov 28	Final project presentations III	Final project report due Dec 06, 6pm	

COURSE GENERAL INFORMATION

Course Description

Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in global markets have created new challenges and opportunities for a wide range of businesses all over the world. These challenges and opportunities require organizations to develop sound marketing strategies to anticipate and respond to the constantly changing environment.

The course focuses on providing an introduction to the basic principles of marketing and covering key marketing concepts and processes such as managing customer relationships, marketing planning, understanding customers, competitors, and marketplace, developing marketing strategies (segmentation, targeting, and positioning) and marketing program (products/services/branding, pricing, channel, and marketing communications). Concepts and issues at the strategic level of marketing as well as specific analytical approaches and tools needed for marketing decisions will be covered. Contexts for discussion and learning will be global with special reference to markets in Asia and China. Special topics such as ethical issues in marketing, corporate social responsibility, and technological impacts on marketing are also integrated in discussion.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses. A group project involving the development of a new product/service marketing plan will provide students with hands-on experience in applying learned marketing concepts and tools to identify marketing challenges/opportunities and formulate effective marketing strategies and programs in a competitive environment.

Course Objective

In this course, you will be introduced to the principles underlying these activities and given opportunities to try your hand at analyzing markets and formulating strategy. The more specific objectives are:

- To acquire an understanding of basic marketing concepts.
- To understand the strategic role of marketing.
- To gain an understanding of the elements of the marketing mix and their interaction.
- To identify and address the key decisions facing marketing managers.
- To practice the process of analyzing a marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan.
- To integrate marketing knowledge with other areas in business.

Class Format and Preparation

Class meetings will revolve around lectures, video presentations, case discussions, and exercises. In order to get the most out of class sessions, it is important that you prepare for each class and actively participate in discussions and exercises.

In each class, the lecture and discussion will expand on concepts covered in the assigned reading, explore their implications, and examine how they affect us professionally and personally. It is

required that you read the assigned book chapter(s) / article(s)/ case before coming to class. The lectures and case discussions are based on the assumption that you are familiar with the material from the reading and will serve to supplement the basic theory introduced in the text. Notes for each lecture will be posted on the class website before the class meeting.

Classroom Etiquette

Out of respect for the other students in our class, it is important that each of us focus our full attention on the class, for the entire class period. Please be mindful of the following guidelines:

- Arrive to class on time, being certain to leave yourself enough time to get situated before class begins. Although you may believe that no one notices your arrival, some students find latecomers extremely distracting. Once you are in your seat, leave the class only when absolutely necessary. You will be penalized for late arrival or early leave; it will be reflected in your class participation score.
- Do ***NOT use your laptop/tablet*** and ***turn off/silence your cell phone*** and any other communication devices. Many HKUST students have mentioned that they are distracted by other students using laptops during class or sending and receiving SMS messages on their cell phones.

GRADE

The grade components and the associated weights are as follow:

50% - quiz (the higher standardized score of your quiz 1 and 2)

37% - written report (Due Dec 6 thru canvas assignment)

10% - group exercise (no change)

3% - research credit (free gift for everyone)

+/- 10% - individual class participation (no change)

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*.

In general, I do not like to give any 'F' grades in my course. However, *I will definitely fail a student for dishonest behavior*, such as cheating or plagiarism in the quizzes or assignments.

Quizzes

There will be 2 quizzes at various points during the semester. **The higher standardized score of your quiz 1 and 2 will be considered for grading purposes.** All the students' scores of each quiz will be standardized so that, when it comes to grade, the difficulty levels of the 2 quizzes are made to be equal. The quizzes will consist of objective questions, such as multiple-choice. **All the questions will be based exclusively on class lectures.** Quizzes will be closed-book and closed notes and take less than one hour each. There will typically be no carry over of substantive topics for the quizzes. 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 topics discussed earlier. Quizzes will be held simultaneously for both sections. In order to get a convenient time for all students, quizzes have tentatively been scheduled in the evening. On the quiz dates, there will be no lectures.

~~Note 1: No separate make-up quiz will be scheduled. However, since only marks from your best two quizzes will be considered for your grade, you can afford to miss one of the three quizzes that will be held.~~

Note 2: Once the quiz dates have been decided, they cannot be changed! If you have schedule clashes later, it is up to you to resolve the clash and attend the quiz on time.

Group

Students are required to form groups consisting of **exactly six members each** (*I will grant very few exceptions to this rule depending on the class size*). Group members must be from the *same* section. Each group has to **upload** a list of its members through Canvas assignment online by a representative of the group by **September 19, 6pm**. Then I will assign a group name and seat area to each group. ***Group members are required to sit together in the assigned seats in each class.***

Final Project Report (group work)

Each team will develop a marketing plan for a product or service that they would like to bring to market. The purpose of this assignment is for teams to assess marketing opportunities by analyzing customers, competitors, and their own company (“3 Cs”), identify the strategy (STP), and design effective marketing programs by selecting appropriate strategies for pricing, promotion, place, and product (“4 Ps”). To accomplish these goals, the team should become experts on the product or service, the company, and the industry in which it operates. You will find the recommended textbook very helpful when it comes to writing the project report. More detailed instructions will be provided later.

~~On November 14, each group can schedule 15 minutes to meet me and show me your preliminary idea for the final group project. The purpose of the meeting is for you to 1) manage the progress for the group project and 2) get feedback from me as early as possible.~~

Page Limit for Report: 10 double spaced pages in Times New Roman (12 Point), including tables and appendices, with 1 inch border on all sides. This limit is to be strictly followed.

Due Date: December 06, 6 pm. No late report will be accepted. Soft copies only, submitted on canvas.

~~Final Project Presentation (group work)~~

~~Each group will make an oral presentation of the report in class. The presentation should be made by a maximum of two members on behalf of the group. It is up to the group members to decide who they want to represent them—**the same grade will be given to all members. Each presentation should take about 10 minutes and a further 2 minutes for a question-answer session.** Attendance is mandatory at all presentations, and every group may be required to comment on every presentation (including their own).~~

Group Exercise

The classroom experience is very important in your learning process. In addition to lectures, time will be allocated to in-class group exercises. These exercises will be in the form of (a) discussing cases and (b) answering in-class questions.

For type (a), cases and assignment will be handed out in advance. We will do ONE long case analyses throughout the course, and it is a group work. Each group needs to submit their answers right after that class meeting (September 19th). During the class, I will assign one group to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion of the assignment.

For type (b), we do have several in-class tasks/discussion. I will assign one or two groups to provide the solution to these tasks. The other groups will be expected to add their comments and join in a discussion of the assignment. In order to facilitate group 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 – so if you know ahead of time that you are going to be absent for a class, let me know. **You are not allowed to sit in a different section without my explicit permission.** All members of the same group will receive the same

marks for the in-class group exercises. Your grade of group exercise will be graded on the followings:

- 1) How constructive are the comments made by your group? Your group comments are expected to be understandable to others and make solid logical sense.
- 3) How much positive influence your group brings to the class discussion? Your group is expected inspire others to think and stimulate class discussion.
- 3) How active is your group in terms of participating in class discussions?

Peer Evaluation for Group Members

All group members should contribute roughly equally into the group work. In the past, some groups have run into a situation where one or more group members are not contributing in the group project. To avoid free-riding as much as possible, students are given the option to download a “peer evaluation for group members due Dec 06.doc” document on course website (look under the folder “Files-Group”) and evaluate their group members **by December 06**. Peer evaluations should be submitted on Canvas and will be taken into consideration when assigning grades. **If you feel that each member in the group has contributed equally to the group project, you do not need to fill in the peer evaluation form.** I will assume that each person has contributed equally unless I received a peer evaluation form that says otherwise.

Individual Class Participation

There will also be individual class participation points – i.e., marks given to individual students for activities relevant to this class. To grade class participation, I will follow the “Ren (仁) ratio” principle (<http://greatergoodscience.blogspot.hk/2007/02/whats-your-jen-ratio.html>). “A person of *jen*, according to Confucius, “brings the good things of others to completion and does not bring the bad things of others to completion.” If you add to the classroom experience for the class as a whole, through comments, questions, answers, humor, or any other good things, you stand to score up to 10 extra points. On the other hand, if you serve as a negative influence, through late-coming, talking to your neighbors, missing deadlines, or any other such distracting actions, you may lose up to 10 points of your grade. If you never contribute in class and submit all your assignments in time, your score will simply be zero.

Since individual participation is important, I would like each student to hand in a **photo card** by **September 17**. Please **download the photo card form from Canvas** (look under “Assignment”) and **submit your completed card on Canvas website** before the due date. There will be a penalty for late submission, except for students who are still on the waiting-list as of September 17. **If you happen to add the class after this deadline, welcome, and please submit your photo card as soon as possible!**

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 posted on your course website under “Files” – “Research credit”. (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*, please contact markexpt@ust.hk for detailed information. 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.~~

Research credit: the marketing lab will be closed as required by the school, so there is no way to implement research experiment. Instead, I will give everyone a full mark on research credit, 3% weight.

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. 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://www.ust.hk/vpao/integrity>.

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 we explicitly tell 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.

Grade Rebuttals

If you feel that a calculation or judgment error has been made in the grading of a quiz, please write a note describing the error and give it to me **with the original graded document**. If it's a judgment issue, you should also include documentation in support of your opinion (e.g. a photocopied page from the textbook or lecture ppt with the relevant information highlighted). I will get back to you as quickly as possible with an answer (ideally, by the next class session). Please note that any request for reassessment of a grade usually results in a review of the ENTIRE quiz. This means that if errors are detected in the grading of other sections, they will also be corrected, whether they are in your favor or not. Students have one week from the date an assignment/exam is returned to submit a grade rebuttal—after one week, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any assignment that has not first been submitted as a formal, written rebuttal. If you go through the rebuttal process, but are still unsatisfied with the outcome, you may then make an appointment to see me so that we can discuss the issue further. **There are absolutely no exceptions to this policy.**