

**MARK 2120 Marketing Management**  
(Fall Semester 2021-22)  
Section L8  
**Course Syllabus**

**INSTRUCTOR AND INSTRUCTIONAL ASSISTANT**

**Professor Joseph SALVACRUZ**

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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.

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 understand how environmental forces influence marketing decision-making.
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.

## CLASS SCHEDULE

Our class meets at LSK 1003 on

- Mondays, 4:30- 5:50 p.m., and
- Fridays, 12:00 n- 1:20 p.m.

## TEXTBOOK AND LEARNING RESOURCES

### **Textbook**

Kotler, Philip and Gary Armstrong. Principles of Marketing (18th Edition). Pearson Education.

### **Lecture Slides**

The basic lecture slides will be posted on the course website (<http://canvas.ust.hk>) before class. I will cover more details in class. Taking notes is strongly recommended.

Supplementary materials will be occasionally assigned. It is the responsibility of students to search and download/ reproduce a hardcopy of the relevant material if necessary. Videoclips, on the other hand, will only be shown in class once will not be published on CANVAS. 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” group 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:

<b>Coursework</b>	<b>Weighting (%)</b>	<b>Nature of Activity</b>
In-class Exercises	7	Group/ Individual
Group Project (Marketing Plan) <ul style="list-style-type: none"><li>• Oral Presentation</li></ul>	10	Group (peer-assessed)
<ul style="list-style-type: none"><li>• Written Report</li></ul>	30	
Test 1*	25	Individual
Test 2*	25	Individual
Research Experiment**	3	Individual
<i>Attendance and Class Participation</i>	<i>+/- 10</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*.

Letter grades will be assigned based on the University's grading policies and guidelines.

### IN-CLASS EXERCISES

These exercises will be in the form of (a) case analysis, and (b) answering in-class questions.

- a. A full case will be handed out in advance after the first term test. Each group needs to submit their answers on the designated date on the timetable. 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.
- b. In-class exercises will be in the form of small caselets (written or video), or discussion questions that will be handed out in class. Students will then get some time (~ 10 minutes) to discuss the assignment in a group setting. All members of the group will receive the same marks for the in-class exercises, but only group members who are present during the class will get credit for the exercise on a given session. It is a requirement therefore that complete names of group members who participated in the exercise be written on the front page of the answer sheet, otherwise the group will not get credit for the submission.

### GROUP PROJECT

Students will be assigned in groups consisting of around 5 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 towards the end of the semester. No group swapping is allowed.

Each group will develop a marketing plan for a product or service that they would like to bring to the Hong Kong market. The purpose of this assignment is for teams to assess marketing

opportunities by analyzing customers, competitors, and their own company (“3 Cs”), identify their positioning strategy (STP), and design effective marketing programs by selecting appropriate strategies for product, pricing, promotion, and place (“4 Ps”). A final section of the report must include a brief international market expansion strategy.

You will find the recommended textbook very helpful when it comes to writing the project report. More detailed instructions will be provided later.

#### **WRITTEN MARKETING PLAN**

The written marketing plan with a maximum length of 10 pages including tables and appendices, and 1 inch border on all sides 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 3-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 alteration/ modification of the presentation files will be allowed.

#### **PEER ASSESSMENT**

In order to recognize individual contributions in these group activities, and to prevent free-riding 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
- Quality of input/ work done
- Volume of work contributed
- Overall contribution to the group deliverable

In addition to the numerically-scaled assessment, the student must input his/ her qualitative evaluation/ comments, especially in cases where his/ her assessment of a teammate’s contribution is low.

The *iPeer* event will open and close on specific dates as indicated in the timetable at the end of this syllabus. A student who fails to submit his/her peer assessment on time will automatically earn a significant reduction in the group project mark.

Individual peer assessment scores will be released on CANVAS after the closing date. The students will then have an opportunity to raise any concern about their peer assessment scores within a given period of time. No queries or challenges will be entertained after the

designated cut-off date for raising queries. Please refer to the timetable at the end of this syllabus for the exact dates and times.

#### **TERM TESTS**

Three term tests will be administered during class hours. 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.

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.

#### **ATTENDANCE AND CLASS PARTICIPATION**

Attendance during classroom sessions is required, and will be used as a basic reference. Missing class meetings (without a valid excuse) will have a negative effect on your class participation points (you may lose up to 10 points of your grade).

Please be aware that Attendance  $\neq$  (is not equal to) Participation! Students are expected to participate in class discussion so they can learn from each other. Active involvement in learning increases what is remembered, how well it is assimilated, and how the learning is used in new situations. In making statements to peers about their own thoughts on a class topic, students must articulate those thoughts and also submit them to constructive examination by others. In listening to their peers, students hear different ways of interpreting and applying class material, and thus are able to integrate many examples of how to use the information.

Generally, if you consistently add to the classroom experience for the class as a whole (e.g., through comments, questions, answers, or any other good things), you may earn up to 10 extra points. On the other hand, if you serve as a negative influence, through tardiness, talking to your neighbors, missing deadlines, or any other disruptive behavior, you may lose up to 10 points of your grade.

If you attend all class meetings, submit all your assignments in time but never contribute in class, 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, 5 p.m. 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.

## 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 of the University. I have absolutely no tolerance for cheating or plagiarism and there are no acceptable excuses.

HKUST 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>.

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 or help of others during the exercise.

In general, any student who violates academic integrity, through such activities as duplication of another student's 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/>

## GRADE REBUTTALS

If you feel that a calculation or judgment error has been made in the grading of a test or any coursework, 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 slides with the relevant information highlighted). I will get back to you as quickly as possible with an answer. Please note that any request for reassessment of a grade usually results in a review of the ENTIRE test or coursework. Students have one week from the date an assignment/test is returned to submit a grade rebuttal, after which, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any test or 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.**

**MARK 2120- L8 (TENTATIVE TIMETABLE)**

<b>Dates</b>	<b>Topics</b>	<b>Text Chapters</b>	<b>Notes/ Comments</b>
03 Sept (F)	Course Introduction The Marketing Process	1	
06 Sept (M) 10 Sept (F)	Company and Marketing Strategy	2	
13 Sept (M) 17 Sept (F)	Assessing Marketing Environment	3, 19	<a href="#">Group membership list published 16 Sept</a>
20 Sept (M) 24 Sept (F)	Managing Marketing Information	4	<b>Group Project Topic due on 23 Sept, Thursday 5:00 p.m. (Upload on CANVAS)</b>
<b>27 Sept (M)</b>	<b>Term Test 1</b>		
<b>01 Oct (F) Holiday</b>			
04 Oct (M) 08 Oct (F)	Understanding Consumer and Buyer Behavior	5, 6	
11 Oct (M) 15 Oct (F)	Understanding Consumer and Buyer Behavior Segmentation, Targeting, Positioning	5, 6 7	<a href="#">Case published on CANVAS 15 October</a>
18 Oct (M) 22 Oct (F)	Product Case Discussion	8, 9	
<b>25 Oct (M)</b>	<b>Term Test 2</b>		
29 Oct (F)	Pricing	10, 11	
01 Nov (M) 05 Nov (F)	Place Promotion I	12, 13 14, 15	
08 Nov (M) 12 Nov (F)	Promotion II Implementation and Control	16, 17 18	
<b>15 Nov (M)</b>	<b>Term Test 3</b>		
19 Nov (F)	Report Preparation		
22 Nov (M) 26 Nov (F)	Group Presentations Group Presentations		<b>Presentation Slides and Final Written Report due 22 Nov (Mon) 9:00 a.m. (Upload on CANVAS)</b>  <a href="#">iPeer opens 22 Nov (Mon) 9:00 a.m.</a> <b><a href="#">iPeer closes 23 Nov (Tuesday) 5:00 p.m.</a></b>
29 Nov (M)	Group Presentations		<a href="#">iPeer scores published on CANVAS on 30 Nov (Tuesday)</a> <b><a href="#">iPeer score queries entertained until 03 December (Friday) 5:00 p.m.</a></b>