

# MARK 2120–Marketing Management

(Semester 1, 2021 -2022, L1, L2, & L3)

## COURSE SYLLABUS

### Instructor

**Dr. Linying (Sophie) FAN**

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Office hours: By appointment

### Teaching Assistant

**Ms. Kayee (Kitty) HUNG:**

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### 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 -18th edition* (14th, 15th, 16<sup>th</sup>, 17<sup>th</sup> edition is also fine) by Kotler and Armstrong, Prentice Hall. My lectures will not exactly follow the book but the book will well complement the lectures and provide good guidance for your assignments and final project. To maximize your classroom learning experience, I do recommend you read all the assigned chapters before class. In case you prefer to borrow, I have reserved several copies of the book (14th, 15th, 16th, and 17<sup>th</sup> edition) from the library under the course # MARK2120.

### Deadlines / Important Dates

Personal Information Survey Due	Sep 01, 6pm*
Photo card (soft copy)	Sep 15, 6pm
Group List Available	Sep 17
<b>Quiz 1</b>	<b>Sep 28, evening</b>
<b>Quiz 2</b>	<b>Oct 26, evening</b>
<b>Quiz 3</b>	<b>Nov 16 evening</b>
Final Project Presentations	Nov 18, 23 and 25
Final Project Report Due	Nov 30, 6pm

According to ARO, all in-HK students **MUST** attend all sessions and quizzes (or any other assessment) in person (i.e. face-to-face). For those not-in-HK students, **mixed-mode lite will be arranged (i.e. real-time non-interactive livestream).**

Teaching Assistant (Kitty) will use Zoom's waiting room function to **ONLY** allow not-in-HK students to attend the live classes.

*\*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 01, 6pm** through the link:

[https://hkpumarketing.au1.qualtrics.com/jfe/form/SV\\_3eJpYVTmNcn1iDQ](https://hkpumarketing.au1.qualtrics.com/jfe/form/SV_3eJpYVTmNcn1iDQ)

## COURSE SCHEDULE

Week	Lecture	Date	Topic	Assignments Deadline & Particulars	Readings BEFORE class
1	1	Sep 02	Course Introduction	Personal info survey due Sep 01*	Syllabus
2	2	Sep 07	Marketing Process		CH. 1
	3	Sep 09	Company and marketing strategy I		CH.2
3	4	Sep 14	Company and marketing strategy II & Social Responsibility and Ethics	Photo card due at 6pm on Sep 15	CH.2 & CH.20
	5	Sep 16	Assessing (Global) Marketing Environment I	Distribute Case 1	CH.3 & CH.19
4	6	Sep 21	Assessing (Global) Marketing Environment II	Case Study 1	CH.3 & CH.19
	7	Sep 23	Wrap-up for Quiz 1		
5	8	<b>Sep 28</b>	<b>No lecture</b>	<b>Quiz 1 (7-8pm)</b>	
	9	Sep 30	Understanding Customer Behaviors I		CH.5& CH.6
6	10	Oct 05	Understanding Customer Behaviors II		CH.5& CH.6
	11	Oct 07	Managing Marketing Information I		CH.4
7	12	Oct 12	Managing Marketing Information II		
		<b>Oct 14</b>	<b>No class</b>	<b>Public Holiday</b>	
8	13	Oct 19	Segmentation, Targeting, & Positioning I		CH.7
	14	Oct 21	Segmentation, Targeting, & Positioning II, Wrap-up for Quiz 2		CH.7
9	15	<b>Oct 26</b>	<b>No lecture</b>	<b>Quiz 2 (7-8pm)</b>	
	16	Oct 28	Product		CH.8 & CH.9
10	17	Nov 02	Pricing and Place		CH.10 & CH.12,13
	18	Nov 04	Promotion I		CH.14 & CH.15
11	19	Nov 09	Promotion II and Wrap-up for Quiz 3		CH.14 & CH.15
	20	<b>Nov 11</b>	<b>No class. Optional group customized meeting with the professor for the final project</b>	<b>Zoom Meetings</b>	
12	21	<b>Nov 16</b>	<b>No lecture</b>	<b>Quiz 3 (7-8pm)</b>	
	22	Nov 18	Final project presentations I		
13	23	Nov 23	Final project presentations II		
	24	Nov 25	Final project presentations III (No class on Nov 30)	Final project report due <b>Nov 30, 6pm</b>	

\*\* On Nov 11, each group can (not required) schedule up to 15 minutes to meet the professor to discuss their final project. Reservation for the meeting will be open later.

## **COURSE GENERAL INFORMATION**

### **Course Description**

The objective in this course is to help students develop a broad and practical understanding of the central role that marketing plays in business. 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? How to apply these strategies effectively in multi-cultural settings? Throughout the class, we'll ask these basic questions to dig deeply into the marketing activities of familiar companies and important marketing issues.

This course focuses on the *decisions* that managers make and the *tools* that they use to support an effective marketing strategy. 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. As consumers, you already know something about marketing, but I hope you will discover that there's a lot more to marketing than first meets the eye. By the end of the course, you should have a basic but complete understanding of the real world of marketing, and the ability to assess a marketing strategy for a product or service from organizational, consumer, and societal viewpoints.

### **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 demonstrate a global outlook and an understanding of cultural diversity.
- To apply business concepts and theories to make proper business decisions in international settings.

### **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. Slides for each lecture will be posted on the class website BEFORE (as a preview) and AFTER (the completed version) 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. Once you are in class, 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.

## GRADE

The grade components and the associated weights are as follow:

1) Best 2 Quizzes (individual work)	25% each
2) Final Project Report (group work)	27%
3) Final Project Presentation (group work)	15%
4) Group Exercise (group work)	5%
6) Research Credit (individual work)	3%
7) Individual Class Participation (individual work)	+/- 10%

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 3 quizzes at various points during the semester. **Each student's best two out of three quizzes 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 3 quizzes are made to be equal. The quizzes will consist of objective questions, such as multiple-choice and true or false. **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 3 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**

I will randomly assign you into groups consisting of the same number of members each (I will grant very few exceptions to this rule depending on the class size). Group members must be from the same section. I will upload a list of groups and members through Canvas by **September 17**.

### **Final Project Report (group work)**

Each team will develop a marketing plan for a product or service that they would like to bring to the international 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 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 11, 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 references, and appendices, with 1-inch border on all sides. This limit is to be strictly followed.*

***Due Date: November 30, 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 (in person or via Zoom). The presentation should be made by a maximum of THREE 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 21). 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. 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. 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 Nov 30.doc” document on course website (look under the folder “Files-Group”) and evaluate their group members **by November 30, 6 pm**. 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. **First, your class attendance will be used as a 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). **And, please be aware that Attendance ≠ (is not equal to) Participation!**

Second, to grade in-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* [ren], 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 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 15, 6pm**. 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 15. **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](mailto:markexpt@ust.hk) for detailed information.

## 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.**