

**MARK 4210 Strategic Marketing
Spring 2018**

L1: Wednesday & Friday 15:00-16:20 LSK1001 (Some classes meet in LSKG005)
L2: Wednesday & Friday 13:30-14:50 LSK1001 (Some classes meet in LSKG005)

Instructor: Prof. Jiewen Hong
Office: LSK4013
Email: mkjiewen@ust.hk
Office Hour: By appointment

Teaching Assistant: Ms. Poey Lai
Office: LSK4025
Email: poeylai@ust.hk
Office Hour: By appointment

LEARNING OBJECTIVES

In this course, we will review the key concepts and theories you have learned in your previous marketing classes, and more importantly, learn to apply these concepts and theories. By the end of the semester, students will be able to apply the key concepts and theoretical frameworks, approach and solve marketing problems using both qualitative and quantitative analyses, and be able to think critically and make viable marketing decisions.

COURSE FORMAT

LECTURE

In this capstone course, we will review the key concepts that you have learned in previous marketing courses, with an emphasis on integrating these concepts and linking them to real-world examples.

CASE DISCUSSION

Effective learning also benefits from systematic critical thinking and reasoned application of theoretical concepts and frameworks. To this end, case discussion is used as a primary learning tool. You are expected to read each case and prepare for the case discussion in class. I will assign discussion questions prior to class to guide you through the case preparation.

PHARMA SIM

To provide you with further opportunities to develop critical thinking skills and ability to solve real-world problems, we will use a team-based simulation game called PharmaSim. The simulation involves managing a pharmaceutical brand, which requires making decisions about products, pricing, promotions and distribution strategies. These decisions will become more complex as you progress in the simulation. As you advance through the simulation, you must evaluate your results, determine what causes your market share and profitability to change, and make new decisions based on insights from the data.

COURSE MATERIALS

Cases and readings: There is no textbook for the course. Instead, we will use articles and cases as course materials. A complete list of the materials is available under the section entitled "Tentative Course Outline". All

cases and readings are available at the marketing department's office (LSK4018) and can be checked out for short time periods. It is your responsibility to **ensure that you have completed your readings and assignments before each class.**

Lecture slides: Lecture slides will be provided on the course website. To facilitate class discussions, only an incomplete version of the lecture slides will be posted before each class. The complete version of the lecture slides will be posted after each class.

Simulation game: The simulation game, PharmaSim, involves managing a pharmaceutical brand, including making decisions about products, pricing, promotions and distribution strategies. Details about the simulation will be provided later in the semester.

COURSE MAILING LIST AND WEBSITE

A class mailing list is set up to disseminate information and make announcements. All students that have enrolled in this course are automatically included in this list.

The course website is on Canvas (<https://canvas.ust.hk/>). Lecture slides, announcements, and other materials will be regularly posted to this site. Please contact the TA if you have trouble logging in or accessing the materials.

COURSEWORK AND ASSESSMENT

The coursework requirements are listed in the following table:

<i>Coursework</i>	<i>Points (%)</i>
Mid-term Exam	27
Final Exam	27
PharmaSim	25
Class Participation	12
Peer Evaluation	7
Research Credit	2
TOTAL	100

EXAMS

There will be a mid-term exam and a final exam in this course. Exams will be held simultaneously for all four sections of MARK4210. The mid-term exam will be scheduled in the evening time (see the tentative course outline) and the final exam will be scheduled during the Final Exams week.

In case you are not able to take the exams on the scheduled time due to serious illness or circumstances, the school policy on "Illness or Other Circumstances Affecting Assessment" will be followed (see below). Only students with approved exceptions will be allowed to take a make-up examination (for missing either the mid-term or the final exam) on an alternative date during the Finals Week, and the exam will be based on the content of the full course (that is, all materials covered in class). Students with denied exceptions will not earn any points for missing any exam.

ILLNESS OR OTHER CIRCUMSTANCES AFFECTING ASSESSMENT (UG Academic Regulation:7.5)

If students wish the University to take into account illness or some other extenuating circumstances that have affected their performance in an examination, or ability to attend an examination, or to complete other assessment activities, they must report the circumstances of the case in writing and provide appropriate documentation to ARRO within one week of the scheduled date of the assessment activity. The Director of

ARRO will review the case and make a recommendation to the relevant Dean, the Dean's designate or the Director of IPO. (http://arr.ust.hk/reg/em/em_std_reg/reg_makeup.html). Please go to <http://arr.ust.hk/reg/forms/EX-16.pdf> to download the Report on Illness or Other Circumstances Affecting Assessment Form.

PHARMA SIM

Grading on PharmaSim consists of two parts: (1) Your team outcome performance on the PharmaSim game, and (2) a team project report after completing the simulation. Details on each of these components will be provided later in the semester.

CLASS PARTICIPATION

You are expected to attend every class and be on time. Attendance is taken at the beginning of the class. However, attendance itself is not sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, you are expected to be prepared for class by reading the assigned materials and contributing to class discussions. To encourage discussions, I may randomly call on students/teams to volunteer their point of view about the assigned readings/cases. Don't be afraid to express your opinions. Remember, there are often no right or wrong answers in class discussions. Instead, good answers and ideas are discovered via collaborative discussion together.

PEER EVALUATION

To ensure equal participation in and contribution to group projects, a peer evaluation system will be in place. You will be asked to evaluate your team members' (excluding your own) performance /contribution to the team at the end of the semester.

RESEARCH CREDIT

HKUST is a research institution. We, therefore, encourage students to earn research credit. Students enrolled in marketing classes are expected to earn 2 research credits (worth 2% of the grade). This can be done by either participating in two research experiments (1 hour each) or completing two research assignments. Details will be posted on the course website.

TEAMWORK

Teamwork is an essential component of the course. A significant amount of the work for this course will be done in groups. The purpose of group assignments is to expose you to the real business environment where skills such as dividing workload, communicating effectively, resolving conflicts, and leveraging each person's strength are immensely valuable. As in the real world, teamwork can sometimes be a frustrating experience. It might be difficult to pick times to meet, you may not see eye to eye with another group member on some issues, or the division of workload may not seem equitable to all group members. As frustrating as it might be, it is important for you to learn how to manage teamwork. *Disputes between group members should be resolved internally.*

Please form groups (the number of people in a group depends on class size) by yourselves and come up with a name for your group. Please inform your TA of your group members and group name by email before the specified deadline (see the tentative course outline). To facilitate group interaction, I would like each group to sit together during class once the group is formed.

GRADING STANDARDS

GRADING

No letter grade will be assigned for individual tests or assignments. Final grades will be curved, based on your performance as compared to the rest of the class.

APPEAL PROCEDURE

Out of fairness for other students, I generally do not entertain requests for re-grading an exam. If you believe, however, that your answer on a particular question of an exam has been misunderstood, you need to submit a request to be reevaluated **within one week** of receiving your score. Please attach a typed note to your exam with your name, student ID, and a short explanation for why you feel your answer deserves more points. Explanations should be specific and pertain to **the content of the question** only. Thus explanations like “I worked really hard and deserve more points” or “My answer on this question is better than X’s” will not be acceptable. Please note that a re-evaluation request for a particular segment of the exam will lead to a complete re-evaluation of the entire exam. Thus, this comprehensive re-evaluation may cause your overall score to go up, stay the same, or go down. I will return your final grade within one week of receiving your request.

INSTRUCTOR AS A RESOURCE

Concerns, clarifications about the course materials, and any form of feedback are welcome. If there are concerns about course-related issues, bring them to my attention as soon as possible. Do not wait till the end of the quarter to have them resolved. If you wish to see me outside class, please schedule an appointment either in class or through email. If you wish to contact your TA, please directly contact her via email to set up an appointment.

ACADEMIC INTEGRITY

Students are required to maintain the highest standards of academic integrity. You are expected to work independently (or with your teammates for team assignment) on all exams and assignments (**including the simulation game**). Breaches of these standards of academic integrity include, but not limited to, cheating, plagiarizing, consulting external sources (including the Internet) in completing an assignment, test, or project in which such behaviors are prohibited.

IMPORTANT THINGS TO NOTE

1. Please do the assigned readings before class. This is particularly important for case discussions. For all of us to benefit from case discussion, it is important that you come prepared for discussion.
2. Please turn off your cell phone ringer before the class begins. Also, laptops are not allowed in class.
3. Punctuality is important! Coming late not only will affect your participation grade, but also will be asked to answer more questions on that day 😊
4. Always bring a calculator to classes and exams. Do not share calculators during exams.
5. All deadlines will be strictly enforced. Late submissions will not be graded and no make-up assignments will be allowed.
6. I will prepare a name plate for you. Please remember to bring it to every class.

TENTATIVE COURSE SCHEDULE

**Any changes will be announced either in class or through email/course website in advance.

Updated 2018-2-1

Class	Day	Date	Topic	Assignment Due/Pre-Reading	Venue
1	Fri	Feb 2	Course Introduction		LSK1001
2	Wed	Feb 7	Quantitative Analysis in Marketing	<i>Note on Marketing Arithmetic and Related Terms</i>	LSK1001
3	Fri	Feb 9	PharmaSim: Overview		LSK1001
4	Wed	Feb 14	PharmaSim: Forming Groups and In-Class Trial	PharmaSim practice round starts on Feb 10 SAT@6am	LSKG005
/	Fri	Feb 16	Chinese New Year		
5	Wed	Feb 21	Situation Analysis		
6	Fri	Feb 23	Segmentation, Targeting, Positioning	<i>A Note on Consumer Market Segmentation</i>	LSK1001
7	Wed	Feb 28	Segmentation, Targeting, Positioning	<i>Case: Jones-Blair</i>	LSK1001
8	Fri	Mar 2	Segmentation, Targeting, Positioning	Teams finalized	LSK1001
9	Wed	Mar 7	Product and Brand Strategies		LSK1001
10	Fri	Mar 9	Product and Brand Strategies	<i>Case: The Birth of Swatch</i>	LSK1001
11	Wed	Mar 14	PharmaSim: Decision Making	PharmaSim practice round ends Mar 14 WED@7pm	LSKG005
12	Fri	Mar 16	Distribution Strategies	PharmaSim live play round 1 starts Mar 15 THUR@6am	LSK1001
13	Wed	Mar 21	Mid-Term Exam 19:30-20:50 <i>No class during regular lecture time</i>		TBA
14	Fri	Mar 23	Distribution Strategies	<i>Case: Calyx & Corolla</i>	LSK1001
15	Wed	Mar 28	PharmaSim: In-Class Team Discussion		LSKG005
/	Mar 30 & Apr 4		Mid-Term Break		
/	Fri	Apr 6	No Class		
16	Wed	Apr 11	PharmaSim: In-Class Team Discussion		LSKG005
17	Fri	Apr 13	Pricing Strategies	PharmaSim live play round 1 ends Apr 13 (Fri)@7pm PharmaSim live play round 2 starts Apr 14 (Sat)@6am	LSK1001
18	Wed	Apr 18	Pricing Strategies	<i>Case: Optical Distortion, Inc</i>	LSK1001
19	Fri	Apr 20	PharmaSim: In-Class Team Discussion		LSKG005
20	Wed	Apr 25	PharmaSim: In-Class Team Discussion		LSKG005
21	Fri	Apr 27	Promotion Strategies	PharmaSim live play round 2 ends Apr 30 (Mon)@7pm	LSK1001
22	Wed	May 2	Promotion Strategies	<i>Case: BMW Films</i>	LSK1001
23	Fri	May 4	Consumer Behavior		LSK1001
24	Wed	May 9	Course Wrapup	PharmaSim report due	LSK1001
		TBA	Final Exam		TBA