

MARKETING MANAGEMENT - MARK2120
(Spring 2020, L4 & L5)

COURSE SYLLABUS

Instructor:	Dr. Zijun (June) SHI Office: LSK 4052 Email: juneshi@ust.hk
Class Time:	Tuesday and Thursday, 9:00-10:20am (L4), 10:30-11:50am (L5)
Office hours:	Tuesday 1:00-2:00pm (video meeting for now, office meeting during mix-mode phase)
Teaching Assistant:	Ms. Pauline CHAN Email: paulinechan@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 recommended book is *Principles of Marketing* -17th edition (14th, 15th, or 16th 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 17th edition) from the library under the course # MARK2120.

DEADLINES / IMPORTANT DATES

Personal Information Survey Due	Feb 20*
Photo Card	Feb 25
Quiz 1	Mar 10, evening
Group Assigned	Mar 11
Quiz 2	Apr 2, evening
Quiz 3	May 7, evening
Final Project Presentations	May 12, 14, 19
Final Project Report Due	May 25

*Personal Information Survey.

I would like to get to know you before our first class so that we can co-create a customized course. Therefore, I strongly encourage you to finish a short survey by Feb 20 through the link:

https://ust.az1.qualtrics.com/jfe/form/SV_7OtWet1ou04M8ex

COURSE SCHEDULE

Lecture	Date	Topic	Assignments Deadline & Particulars	Readings <i>BEFORE</i> class
1	Feb 20	Course Introduction Overview of Marketing I	Personal info survey due Feb 20*	Syllabus
2	Feb 25	Overview of Marketing II Consumer, Company, Competitor I	Photo card due Feb 25	Ch 1, Appendix 1 Ch 5
3	Feb 27	Consumer, Company, Competitor II		
4	Mar 3	STP I		Ch 7
5	Mar 5	STP II, Wrap-up for Quiz 1		
	Mar 10	No lecture, Quiz 1	Quiz 1 (7-8pm)	
6	Mar 12	Marketing Research I		Ch 4
7	Mar 17	Marketing Research II		
8	Mar 19	Marketing Research III, Product I		Ch 8, 9
9	Mar 24	Product II		
10	Mar 26	Product III		
11	Mar 31	Price I, Wrap-up for Quiz 2		Ch 10
	Apr 2	No lecture, Quiz 2	Quiz 2 (7-8pm)	
12	Apr 7	Price II		Ch 11
13	Apr 9	Price III		Ch 12
14	Apr 14	No lecture	Group discussion for final project	
15	Apr 16	Place & Promotion & Advertising I		Ch 14
16	Apr 21	Promotion & Advertising II		
17	Apr 23	Platform Strategy I	Distribute case	
18	Apr 28	Platform Strategy II, Wrap-up for Quiz 3	Case study	Assigned case
	Apr 30	No class. Public holiday		
19	May 5	No lecture. Optional group meeting with the professor for final project.	Meeting in professor's office**	
	May 7	No lecture, Quiz 2	Quiz 3 (7-8pm)	
20	May 12	Final project presentations I		
21	May 14	Final project presentations II		
22	May 19	Final project presentations III	Final project report due May 25	

** On May 5, each group can (not required) schedule up to 10 minutes to meet the professor to discuss their final project. Reservation for the meeting will be open later.

COURSE OVERVIEW

This course is designed to introduce you to the concepts and skills essential in marketing strategy. Marketing strategy involves two basic sets of activities. The first set starts with identifying consumer needs and ends with positioning a product or service to satisfy those needs and differentiate it from competition. In between, there is rigorous analysis of the customer, the competition, the environment, and the company's own capabilities. The second set of activities revolves around the "marketing mix", commonly referred to as the 4 P's (product, placement, price and promotion). Marketing mix activities include: letting the consumer know about the product in an attention-getting, convincing and motivating way, getting it to the consumer through the best combination of distribution channels, pricing it effectively, and offering incentives to try, purchase, and re-purchase.

This course focuses on the *decisions* that managers make and the *tools* that they use to support an effective marketing strategy. 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?

COURSE OBJECTIVES

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.

GENERAL INFORMATION

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 AFTER 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/Zoom meeting 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) Quizzes (individual work) [25%+30%]	55%
2) Final Project Report (group work)	27%
3) Final Project Presentation (group work)	15%
4) Research Credit (individual work)	3%
5) 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. 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 and sample quizzes.** 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 on quiz dates (except quiz 3 this semester due to holiday arrangement).

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

Due to the difficulty of forming groups by yourself remotely, 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 **March 11**.

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 May 5, each group can schedule 15 minutes to meet me and show me your 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: May 25, 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 (either via Zoom or physically in classroom, depending on the situation arising from the coronavirus). 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***. Attendance is mandatory at all presentations, and every group may be required to comment on every presentation (including their own).

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 will be given the option to download a “peer evaluation for group members due May 25.doc” document on Canvas and evaluate their group members by May 25. 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 “Jen 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, early leaving, missing deadlines, or any other such distracting actions, you may lose up to 10 points of your grade. If you never contribute in class, your score will simply be zero.

Since individual participation is important, I would like each student to submit a **photo card** by **February 25**. Please **download the photo card form from Canvas** (look under “Files-assignment”) and submit your completed card on Canvas, before the due date. There will be a penalty for late submission, except for students who are still on the waiting-list as of February 25. **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*.

Marketing *experiments* will be scheduled and conducted online throughout the semester. 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.

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. 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.**