

MARKETING MANAGEMENT
(MARK2120 L1, L2, L3| Spring 2021)

L1 TR (12:00-01:20PM @ TBD)
L2 TR (01:30-02:50PM @ TBD)
L3 TR (04:30-05:50PM @TBD)

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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 *highly recommended* textbook is *Principles of Marketing* -18th edition by Kotler and Armstrong, Prentice Hall. My lectures will not exactly follow the textbook but the textbook 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 to read all the assigned chapters before or after class. In case you prefer to borrow, some copies of the book are reserved in the library under the course name # MARK2120.

! Do NOT upload course materials on any website without my permission. They are COPYRIGHTED and you will be legally liable for your illegal upload.

DEADLINES / IMPORTANT DATES

Submit Photo Card Due	Feb 18
Group Assignment Day	Feb 18
Key Word Presentation Days	March 16, 18
Quiz 1	March 23
Group Presentation Days	April 27, 29, May 4
Quiz 2	May 11
Final Project Report Due	May 13

*Unless otherwise specified, assignments are due by class time, and you are to submit it by uploading it on the canvas website “assignments”

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. Notes for each lecture will be posted on the class website 9pm of the night before the class meeting *at the latest*. **Keep in mind that all course materials, especially lecture slides are copyrighted, therefore DO NOT share lecture slides without my permission.**

Classroom Etiquette

Out of respect for 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 cell phone** during the class time. 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.
- Do NOT eat food during the class time. Some students are sensitive to smell and your yummy food can distract or even disgust other people in the classroom.
- During Zoom Meetings: Turn on your Camera at ALL times.

GRADE

The grade components and the associated weights are as follow:

1) Quiz 1	23%
2) Quiz 2	17%
3) Key Word Presentation	12%
4) Marketing Plan Group Project Report	20%
3) Marketing Plan Group Project Presentation	15%
4) In-Class Exercises	10%
5) Research Participation	3%
<u>EXTRA</u> : Individual Class Participation	+/- 10%

Scores on each of the above components will be summed to arrive at an overall score for each student. The lower bound for each letter grade is below. The +/- (e.g., A+, A, A-) will change in an increment of about 3 points.

- A- : 89 – 91 or above
- B- : 80 – 81 or above
- C- : 70 – 71 or above
- D- : 60 – 61 or above
- F : below 60

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 during the semester. 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 all three sections. In order to get a convenient time for all students, quizzes have been scheduled in the evening. On the quiz dates, there will be no lectures.

- Quiz #1: March 23, 2021 (Tue) 19:00-20:00 Online
- Quiz #2: May 11, 2021 (Tue) 19:00-20:00 Online

Note 1: No separate make-up quiz will be scheduled.

Note 2: The quiz dates have been decided, and 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.

Note 3: If you have a valid excuse (i.e., medical reasons, accidents) for not being able to take the quiz on the scheduled time, please contact me and Jasmine.

Group Assignments

You will be randomly assigned to two groups on **Feb 18th**, therefore it is a **MUST** that you attend this class. The first group is specifically for the purpose of working on the key word presentation. This group will be made of 4-5 people. The second group is your 'default' class group with whom you will be working on all other assignments including all the in-class exercises and the marketing plan group project. This group will be made of 6-7 people. Except for the key word presentation, all other 'group' activities will be done in this second 'default' group.

2021 Marketing Key Word Presentation

You will work in your 'key word' group for this assignment. One of the key criteria for becoming a successful marketer is to follow current issues in the marketplace and keep up with the changing trends. Your task is to closely monitor business news, articles, and current issues in the marketplace, especially in light of how consumer behaviors and market environments have been changing since the Pandemic. Based on your monitoring, pick one key word that you think is important for marketers in 2021. Describe what this key word is and why you think it is important for marketers in 2021 and discuss implications it carries for marketers. Each group will make a 8-minute oral presentation in class on March 16, and 18.

Due Date: By the class time of the presentation day. Upload the presentation file on canvas website, "Assignment".

Marketing Plan Group Project:

You will work in your 'default' group for this project. 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.

Group Project Meeting Day: On March 25, you will have time to work on your group project during the class time and I'll be visiting all the groups. The purpose of this time is for you to finalize on the group project idea and manage the progress for the group project. For this time, each group should decide on the service or product they want to introduce to Hong Kong market and have some preliminary marketing analysis.

Marketing Plan Group Project Presentation: 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 15 minutes and a further 5 minutes for a question-answer session. Attendance is mandatory at all presentations, and every group may be required to comment/mark on every presentation (including their **own**).

Marketing Plan Group Project Report: All groups will get feedback on their presentations and have time to revise the final group project report. The final report is due on **May 13th, by noon (12pm)** (upload on Canvas).

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.

In-Class 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. The nature of the task will vary, but they will all require some sort of discussion about the concept or case, and answering questions. 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 (for a valid reason), 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.

For all in-class exercises, you will work in your 'default' class group. Each group will get some time (anywhere from 3 to 20 mins) to discuss the assignment with one another. Each group will also complete an exercise sheet (write answers, and note down thoughts) which can be downloaded from Canvas (under "In-Class Exercises" folder under "Files" tab). You may be asked to turn in the exercise sheet (by uploading it on Canvas under "Assignments" tab) either individually or as a group. In-class exercise submission will be CLOSED 30 mins after the class time and NO late submission will be accepted.

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 complete online peer evaluation for group members. 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. Details on the peer evaluation will be given out later.

Individual Class Participation [EXTRA points]

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 submit a **photo card** by **February 18**. Please download the photo card form from Canvas (look under "Files") and submit your completed card on Canvas website before the due date.

Although there's some time till the deadline, I highly encourage you to complete your Photo Card ASAP, so that way I can get to know you ASAP.

Research Participation 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". (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 will be done online this semester.

If you choose to do research *assignments*, you can pick them up from the Marketing Department Office (LSK 4018). 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.

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.**

MARKETING MANAGEMENT – MARK2120
SCHEDULE, Spring 2021

Lecture	Date	Topic
1	Feb 2	Course Intro
2	Feb 4	What is Marketing?
3	Feb 9	Marketing Analysis: Company
4	Feb 11	Marketing Analysis: Customer I
5	Feb 16	Marketing Analysis: Customer II
6	Feb 18	Marketing Analysis: Environment & Information I
7	Feb 23	Marketing Analysis: Environment & Information II
8	Feb 25	Marketing Strategy: STP I
9	Mar 2	Marketing Strategy: STP II
10	Mar 4	Marketing Strategy: STP III
11	Mar 9	Marketing Strategy: Branding
12	Mar 11	Marketing Strategy: Social Responsibility & Ethics
P	Mar 16	Key Word Presentation Day #1
P	Mar 18	Key Word Presentation Day #2
Q	Mar 23	Quiz #1
P	Mar 25	Group Project Meeting Day
13	Mar 30	Marketing Mix: Products I
---	Apr 1	Spring Break
---	Apr 6	Spring Break
14	Apr 8	Marketing Mix: Products II
15	Apr 13	Marketing Mix: Pricing
16	Apr 15	Marketing Mix: Place
17	Apr 20	Marketing Mix: Promotion I
18	Apr 22	Marketing Mix: Promotion II
P	Apr 27	Marketing Plan Group Presentation Day #1
P	Apr 29	Marketing Plan Group Presentation Day #2
P	May 4	Marketing Plan Group Presentation Day #3
--	May 6	NO CLASS
Q	May 11	Quiz #2