

MARKETING MANAGEMENT - MARK2120, L4

Tentative Schedule (update on Jan 25)

Mo 01:30PM - 02:50PM
ZOOM ID: 912 5534 8364
PASSWORD: 12345

Fr 09:00AM - 10:20AM
ZOOM ID: 985 1221 2748
PASSWORD: 12345

Session	Date	Topic	Assignments Deadline & Particulars & readings
1	Feb 1 (Mon)	Course Introduction Overview of Marketing	Syllabus
2	Feb 5 (Fri)	Consumer, Company, Competitor I	
3	Feb 8 (Mon)	Consumer, Company, Competitor II	
	Feb 12 (Fri)	Public holiday, no class	
	Feb 15 (Mon)	Public holiday, no class	
	Feb 19 (Fri)	Quiz rehearsal in class (optional attendance). No lecture	
4	Feb 22 (Mon)	Segmenting, Targeting, Positioning	
	Feb 26 (Fri)	Quiz 1 in class (9-10am). No lecture	Group formation due Feb 26
5	Mar 1 (Mon)	Marketing Research I	
6	Mar 5 (Fri)	Marketing Research II	
7	Mar 8 (Mon)	Marketing Ethics by a Guest Speaker	
8	Mar 12 (Fri)	Marketing Research III	
9	Mar 15 (Mon)	Marketing Research IIII	Distribute case
10	Mar 19 (Fri)	Product I	
11	Mar 22 (Mon)	Product II	Case Study
12	Mar 26 (Fri)	Product III; Wrap-up for Quiz 2	
	Mar 29 (Mon)	Quiz 2 in class (1:30-2:30pm). No lecture	
	Apr 2 (Fri)	Public holiday, no class	
	Apr 5 (Mon)	Public holiday, no class	
13	Apr 9 (Fri)	Price I	
14	Apr 12 (Mon)	Price II	
15	Apr 16 (Fri)	Price III & Place	
16	Apr 19 (Mon)	Promotions & Advertising I	
17	Apr 23 (Fri)	Promotions & Advertising II, Course Summary	
	Apr 26 (Mon)	Group self-discussion on final project. No lecture. Optional meeting with professor by appointment	
	Apr 30 (Fri)	Quiz 3 in class (9-10am). No lecture	
	May 3 (Mon)	Project presentation I	
	May 7 (Fri)	Project presentation II	Final project report due May 10, 6pm

MARKETING MANAGEMENT
MARK2120 L4 | Spring 2021

update on Jan 25

INSTRUCTOR	Wenbo Wang Office: LSK 4054 Phone: 2358-7703 E-mail: wenbowang@ust.hk Office hours: By appointment TA : Jasmine Leung [mkjasmine@ust.hk]
LECTURE HOUR	Mo 01:30PM - 02:50PM/Fr 09:00AM - 10:20AM
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 <i>Principles of Marketing</i> -15th edition (14th, 16th, or 17th 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. In case you prefer to read the book, here is the e-link for the e-book: https://w5.ab.ust.hk/cgi-bin/std.cgi.sh/WService=broker_ba_p/prg/ba_std main.r

DEADLINES / IMPORTANT DATES

Quiz rehearsal	Feb 19
Group Formation Due	Feb 26
Quiz 1	Feb 26
Quiz 2	Mar 29
Quiz 3	Apr 30
Final Project Report Due	May 10, 6pm

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, group discussion, case discussions, and group 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.

GRADE

The grade components and the associated weights are as follow:

1) Quizzes (individual work)	70%
	Quiz 1: 15%
	Quiz 2: 30%
	Quiz 3: 25%
2) Final Project Report (group work)	17%
3) Final Project Presentation (group work)	10%
4) Research Credit (individual work)	3%
5) Individual participation	+/-5%

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. 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 open-book and open-note 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. On the quiz dates, there will be no lectures.

Note: 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.

Group

Students are required to form groups consisting of **exactly 6 members each** (*I will grant very few exceptions to this rule depending on the class size*).

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. More detailed instructions will be provided later.

The course will reserve one or two sessions for a group to discuss among themselves to plan for the project at an early stage of the semester. The purpose of the group self-discussion 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 **EVERYTHING** such as tables, index, appendices, references, and etc., with 1 inch border on all sides. This limit is to be strictly followed. **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. The presentation should be made by any number of 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.

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” document on course website (look under the folder “Files-Group”) and evaluate their group members by May 9. 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.

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*, you will be approached by the Marketing Department Office (LSK 4018). These assignments can be turned in on the last day of class to the **MARKETING MAIN OFFICE** or online channels. Please do not give it to me (your instructor) since they are evaluated by the department. Details will be provided later in class.

Questions about this component of the grade should be sent to markexpt@ust.hk.

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 “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 5 extra points. On the other hand, if you serve as a negative influence, through late-coming, missing deadlines, or any other such distracting actions, you may lose up to 5 points of your grade. If you never contribute in class and submit all your assignments in time, your score will simply be zero.

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.**