



Hong Kong University of Science and Technology

MARK2120 (L1): Marketing Management
Summer, 2020-21

All students must read this document carefully. Always consult it before asking questions about the course.

A. GENERAL INFORMATION

Instructor:	Prof. Coral PUIG	
	Office: LSK4056	Email: coralpuig@ust.hk
	Office Hours: by appointment	
Teaching Assistant:	Kitty HUNG	
	Office: LSK4025	Email: kittyhung@ust.hk
	Office Hours: by appointment	
Course webpage:	https://canvas.ust.hk/ Log into the course website with your ITSC account.	
Lecture Venue	LSK-G003	Lecture Time Mon, Wed & Fri 9am – 11:50am

B. COURSE CONTENT & OBJECTIVES

As consumers, you already know something about marketing. But I hope you'll discover that there's a lot more to marketing than first meets the eye. My objective in this course is to help you develop a broad and practical understanding of the basics of consumer behaviour drivers, marketing, both as a management tool and as a force in society. What is marketing? What role does it play in modern organizations, both for-profit and not-for-profit? What makes for a good marketing strategy and what tactical tools bring such a strategy to life? We'll ask these basic questions to dig into the marketing activities of companies and important marketing issues.

The course begins with an introduction to marketing and marketing strategy—what marketing is, and its role and objectives. We will examine the importance of consumer-centric and socially responsible marketing for maintaining the integrity and profitability of a company. These chapters will help to organize your thinking about marketing and will establish a framework for the course and the three general sections that follow. From there, we will focus on understanding and analyzing a company, its competitors, and its consumers. We will also examine how marketers analyze the marketing environment—how they use marketing research and information systems to study consumers and identify marketing opportunities. Next, we'll look at the elements of marketing strategy—segmentation, targeting, differentiation and positioning. Finally, we will examine the “marketing mix”—the set of tactical tools marketers use to implement their strategies, including product, pricing, distribution (i.e., place), and promotion.

Learning Goals and Objectives

On successful completion of this course, students are expected to be able to:

1. Examine the key concepts, theories and principles of marketing and its relationship to other business functions and the business environment.
2. Analyze the core issues involved in a marketing problem and critically evaluate the underlying assumptions, relevant concepts and theories.
3. Propose rigorous and creative solutions to a range of marketing problems using selected quantitative and analytic tools and persuasively communicate those solutions and decisions to a variety of audiences, both orally and in writing, using appropriate marketing terminology.
4. Assess the impact and function of marketing from the perspective of the organization, the individual consumer and society, taking account of factors such as cultural diversity, globalization, ethics and social responsibility.
5. Lead and work effectively in a team to accomplish selected tasks, respecting the ideas and opinions of other and making a positive contribution to collaborative projects.

6. Select and evaluate information and effectively utilize information technology to achieve marketing goals.
7. Identify and exploit key opportunities that are conducive to career success.

C. TEXTBOOK & OTHER MATERIALS

1. ***Principles of Marketing***, 18th edition, by Kotler/Armstrong, Pearson. Read assigned chapters before lecture. Lectures may cover only a subset of the assigned readings, but students should be familiar with all assigned readings for quiz.
2. Lecture notes will be available in Canvas course website.
3. Videos will be shown in class and their content may appear on quiz. These videos will not be available on the course website or in the library.
4. Stay tuned to Canvas for any updates.

D. COURSEWORK & ASSESSMENT

<i>Coursework</i>	<i>Weight (%)</i>
Quiz	35
Marketing Plan (Group Project)	20
Peer Evaluation	12
Class Participation ^{1,2,3} - In-class participation 10% ^{4,5} - 2 Topic essays of 200 words 15% ⁶ - In-class Activity 5%	30
Physical Attendance in Class / Camera ON in Zoom ⁷	3

1. Students are expected to attend every class and be on time. *In order to facilitate physical interaction, you're highly encouraged to attend class physically.* Attendance will contribute to your participation grade. Learning in this class depends heavily in your willingness to expose your insights and points of view to the rest of the group. You are expected to read assigned materials, watch the videos, make questions and contribute to class discussions. I may call on students to volunteer their point of view or do role playing to encourage debates. Never be afraid to express your opinions. Remember there are often no right or wrong answers. I know good answers and ideas in marketing and business management are usually discovered via collaboration and teamwork.
2. Participation in discussions & etiquette (e.g. be punctual, no talking, no phones). No matter you're physically in class or not, **raise your virtual hand in Zoom and wait for Professor to call on your name before you speak.**
3. Activities related to lectures/videos. Attend your assigned section to receive credit!
4. **In-class participation refers to your class contribution during class.**
5. **Any student who participates 10 times or more in class (in different lectures) before the semester is over can get the full 10% of in-class participation.** To participate 2 times or more in the same lecture does not increase the grade but it is a bonus for students' learning process.
6. You'll need to submit 2 essays with different lecture topics, which can include content discussed in class. **3-point system will be applied: 1pt-just submit; 2pt- showing you understand a concept we explained in class; 3pt- using one of the concepts we have explained in class, for a real/ new life case or example (which we have not specifically used in class).** You need to submit the essay right after the relevant topic. **You have to include the word count in the essay title, together with your full name and Student ID.** Essays that fail to include the word count will get the lowest grade automatically (1 out of 3 points). The suggested word count is 200 (230 words maximum). **Please submit your topic essay in Canvas, titled as "MARK2120summer_FULL name_Student ID_Topic Essay 1 / 2".**
7. To earn these 3%, you need to attend class physically in classroom, or turn on your camera for the whole class if you choose to attend through Zoom.

Team Activities Overview

The purpose of team activities is to expose you to business endeavors and problems in a realistic business context, i.e., in a team. **Make your own teams (5 students per group), and ask TA for help if you do not know anybody.**

Teams are expected to:

1. Work together on the Marketing Plan, and in-class activities.
2. **Manage activities and resolve conflict internally.** You can stave off conflict by defining individual responsibilities early on. Please contact me if major problems arise.

Peer Assessment: Peer assessment provides me with a glimpse into what happened behind the scenes, be it exceptionally good individual contributions or free-loading problems, and may be used to adjust individual scores. Each team member will (anonymously) evaluate each of his/her teammates once in this semester.

Peer evaluations will be completed online. You will be informed when the peer evaluation system becomes available. **Failure to complete peer evaluations will result in a 1-point deduction from your individual score on that assignment.**

Coursework Components

1. QUIZ

There will be **only one quiz** in this course (“closed book”, 60% MC and 40% open-ended questions with 300 words MAX each). **The quiz will be conducted online through Canvas, and you may be required to come to campus to take the quiz (to be confirmed).** It will cover material from lectures (including videos) and the textbook.. Prepare your Student ID card for identity checking. Refer to the course schedule and Canvas for quiz details. More details will be announced later.

Under no circumstances will a make-up quiz or assignment be administered because it is impossible for me to construct a quiz or assignment that is equal in difficulty to the original. If you miss the quiz, approval is granted only for documented illness or certain school-related academic or sporting events. Most absences require approval in advance.

2. MARKETING PLAN

Each team will develop a basic marketing plan for a product or service that they would like to bring to HKUST campus (it can be a roll-out of an existing one). Feel free to propose ideas that improve upon or emulate existing products or services, such as Karma Cola, Zero Waste Store, Sustainable Fashion, Ocean recovered plastic products, etc... If you need help generating ideas, talk to me! All your projects will need my approval within the first 15 days of the course, I want to support all of you to generate projects that you can learn from, have fun doing and also get a very good grade.

The purpose of this assignment is for teams to assess marketing opportunities by analyzing customers, competitors, and their own company (the 3 Cs), devise an effective marketing strategy (STP), and design appropriate plans for pricing, promotion, place, and product (the 4 Ps). To accomplish these goals, the team should become kind of experts on the product or service, company, and industry in which it operates. Be sure to apply concepts and terminology from class.

TENTATIVE GUIDELINES FOR PREPARING A MARKETING PLAN

Teamwork Session: All teammates are expected to attend. In preparation for these classes, teams should have conducted an exhaustive consumer insight, competitor analysis and targeting strategy. While there is no formal format for the analysis, it should demonstrate that the team has conducted market research and now understands the competition, gathering industry information from different sources. This market research stage forms the basis for identifying opportunities and difficulties for marketing your product/service. That is, teams will rely on their market research to decide how to market their product/service (STP & 4Ps). **Therefore, to make the most of the**

teamwork session, it is recommended that all teams conduct a consumer and competitor analysis prior to the teamwork session.

Written report: Each team will submit a single write-up that is no longer than **four pages** (not including title page and exhibits). Additional pages of exhibits may be added as needed. Use at least 11 point typeface and one inch margins. Submit the plan **titled as follows: MARK2120plan_T#(team number)**". Teams have flexibility in how they format the plan. Choose either of the formats detailed in the textbook (i.e., either Table 2.2 "Contents of a Marketing Plan" or Appendix 1 "Marketing Plan"), or choose the following format:

- Title page
- Executive Summary
- Consumer Insight (brief consumer tension to relief, related to Maslow Pyramid of Needs) and Marketplace analysis summary.
- 3Cs:
 1. Customer Analysis (Who is the market of potential buyers? What are their needs/wants?)
 2. Competitor Analysis (acknowledge all competitors in the market, i.e., firms that offer a similar product/service, and firms that offer a different product/service that fulfills similar needs)
 3. Company Analysis (essentially a mission statement since your company doesn't actually exist)
- Segmentation, Targeting and Positioning
- 4Ps:
 1. Product Plan
 2. Pricing Plan (state and justify your pricing strategy but you need not estimate costs)
 3. Distribution Plan
 4. Promotion Plan
- Exhibits (if necessary)
- References (reference all information not covered in the textbook, e.g. background information and outside data sources. You may use any style you wish, e.g., APA, just use it consistently)

Oral presentation and Q&A: Teams must arrive to class prepared to present their plan on the assigned day. Teams should present the highlights of their plan, being sure to touch on the 3 Cs, STP, and 4 Ps. **Presentation time limit will depend on how many teams we have and the final enrolment number, and it will be announced later.** It is important that teams control their time. Practicing presentations is strongly advised. Teams are also advised to use visual aids (e.g., tables and graphs, PowerPoint, videos, product prototypes) and to avoid reading during the presentation. The dress code is formal, but students who do not own a suit may dress business casual. It is necessary that all team members speak during the presentation and participate in their team's Q&A.

ASSESSMENT CRITERIA

Grading is based on:

- The quality of your team's plan
 - Follow the Marketing Plan process we will learn in class: apply the 4 boxes steps.
 - This category includes depth of understanding of relevant industry, application of principles of 3Cs and 4Ps, strategic planning (refer to the "Guidelines for preparing a marketing plan")
- The team's ability to convey their ideas clearly, both in writing and in their class presentation.
 - Quality of writing: organization of information and clarity of writing.
 - Quality of presentation: preparedness, handling questions, use of visual or other aids.
- Teams will be penalized if:
 - they fail to attend the teamwork session,
 - they fail to submit a plan outline at the beginning of the teamwork session
 - the final plan is submitted after the deadline
 - Plan fails to reference appropriately
- Individual scores may be adjusted up or down based on peer evaluations.

Course Grades

Unless you suspect a calculation error, do not attempt to negotiate a better grade. Any request for grade recalculation must be made in writing and submitted within one week of the grade being posted.

E. 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. **Cheating** entails offering or receiving assistance from other people or sources. To avoid cheating, quizzes must be completed without the assistance of notes or other people, and team assignments must be completed entirely and solely by the members of the team. **Plagiarism** is copying anything from another source without citing that source. To avoid plagiarism, you are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work. If you present the materials or ideas of an existing company as your own, without acknowledging the source, I will consider this plagiarism. For example, it is plagiarism to present a pre-existing product/service as your own new idea in your marketing plan. Pre-existing products/services should be treated as competitors in the marketplace.

If you cheat or plagiarize, you may fail either a quiz/assignment or the course. I have zero tolerance for cheating or plagiarism and there are no acceptable excuses for these offenses. To learn more, all students should visit the website <http://tl.ust.hk/integrity>. If you are uncertain what it means to cheat or plagiarize, please ask.

The value of in-class activities (discussions, interactive learning exercises, etc.) is diminished by prior knowledge of them. You are explicitly requested to avoid discussing class activities with students in other sections of this course. While such discussions do not constitute cheating, they are explicitly discouraged.

F. COURSE COMMUNICATION

The success of this course depends upon communication, **so please speak up during class**, or via email. We welcome suggestions to improve classroom and teaching effectiveness, but please note that it might not be feasible to incorporate some changes during the current semester.

When emailing about specific assignments, please include "MARK2120 -T#(team number)" in the subject line of the email (i.e. MARK2120- T#1: a question about...).

As a university student, you must actively participate in your own learning process. You are expected to:

1. Try to answer questions about the course material on your own or with your peers by digging deeper into the text and lecture notes. For those questions that remain unanswered, please contact us!
2. Manage group interactions internally. If group discussion does not suffice, make use of peer evaluation. Only in dire circumstances should you contact us to mediate conflict.
3. Contact us if you are having ongoing difficulties with the course. If you wait until late in the semester to seek solutions to problems that have persisted during the entire term, it is often too late for us to help you.

G. MISCELLANEOUS NOTES

1. Attend the lecture section in which you are officially enrolled. Otherwise, you will not receive credit for in-class activities.
2. Check your HKUST email and the course webpage regularly for important announcements and updates.
3. The lecture topics, schedule, assignments, and grading schemes are subject to change. Please be sure to have the most up-to-date documents.

MARK2120 CLASS SCHEDULE (TENTATIVE)

Day	Date	Topic	Assignment Due / Readings (18th edition)
Mon	Jun 21	Course Introduction + What is the purpose of Marketing?	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.1 Marketing: Creating Customer Value and Engagement <ul style="list-style-type: none"> ○ P.24 (from “What Is Marketing”) – 43 (end of page), 47 (from “Sustainable Marketing”) – 48 (end of page) • “Why Is A Strong Brand Important For Your Businesses Success?” – Chris Outlaw
Wed	Jun 23	Managing Marketing Information + Consumer Markets and Consumer Buyer Behavior (Part A)	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.4 Managing Marketing Information to Gain Customer Insights <ul style="list-style-type: none"> ○ P.116-134 (until the end of “Real Marketing 4.1”) • Ch.5 Consumer Markets and Buyer Behavior <ul style="list-style-type: none"> ○ P.150-152 (LENOVO case) ○ P.152 (from “Model of Consumer Behavior”) – 154 ○ P.157-159 ○ P.160 (from “Personal Factors”) – p.163 (until “Perception”) ○ P.163 (Figure 5.3 Maslow’s Hierachy of Needs) ○ P. 165 (only the three paragraphs under “Beliefs and Attitudes”) • “Why nostalgia marketing is the next big idea for your company” – Mark Schaefer
Fri	Jun 25	Consumer Markets and Consumer Buyer Behavior (Part B)	<p>Readings:</p> <ul style="list-style-type: none"> • “How to Measure Customer Emotions” – Colin Shaw • “Victoria’s Secret Swaps Angels for ‘What Women Want.’ Will They Buy It?” - Sapna Maheshwari and Vanessa Friedman <p><i>Submit your team list in Canvas latest by 5pm on Jun 25 (Fri). Finalized version will be released before class on June 28 (Mon).</i></p>
Mon	Jun 28	Marketing Strategy: Segmenting, Targeting & Positioning (STP) (Part A)	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.7 Customer Value – Driven Marketing Strategy: Creating Value for Target Customers <ul style="list-style-type: none"> ○ P. 202-223 (until “Choosing the Right Competitive Advantage”) • “Welcome to the experience economy” by Joseph Pine and James Glimore (HBR)
Wed	Jun 30	Marketing Strategy: Segmenting, Targeting & Positioning (STP) (Part B)	<ul style="list-style-type: none"> • “12 Creative Customer Segmentation Examples 2020” • “The Seven Rules of Cult Brands”
Fri	Jul 2	Marketing Strategy: Segmenting, Targeting & Positioning (STP) (Part C) + Product: Branding Strategy (Part A) (TBC) + Guest Lecture by Gabriela Simmons	<ul style="list-style-type: none"> • “The Seven Rules of Cult Brands”

Mon	Jul 5	Product: Branding Strategy (Part B)	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.8 Products, Services, and Brands: Building Customer Value <ul style="list-style-type: none"> • P. 232-236 (until “Product and Service Classifications”) • P. 245 (from “Product Line Decisions”) – 247 (until “Services Marketing”) • P. 252 (from “Branding Strategy: Building Strong Brands”) – 255 (until “Brand Name Selection”) • P. 259 (from “Brand Development”) - 261 • “Planning For 2021? Here's Why Marketing Matters More Than Ever” – David Mahbub
Wed	Jul 7	Pricing Concept: Understanding and Capturing Customer Value + Marketing Channels	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.10 Pricing: Understanding and Capturing Customer Value <ul style="list-style-type: none"> • P. 294 – 296 (until the dotted line) • Ch. 12 Marketing Channels: Delivering Customer Value <ul style="list-style-type: none"> • P. 354 (“Real Marketing 12.1”) • P. 360 (“Real Marketing 12.2”)
Fri	Jul 9	The 4th P: Promotion (Part A)	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.14 Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy <ul style="list-style-type: none"> ○ P. 408-421 (until “Nonpersonal Communication Channels”) ○ P. 427-428 (“Real Marketing 14.2”) • “How Important Is Content Marketing In 2021?” - Sajjad Ahmad • “Boots’ brand refresh shows big brands need targeting as well as mass marketing” – Mark Ritson
Mon	Jul 12	The 4th P: Promotion (Part B) + Marketing Ethics and Social Responsibility	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.20 Sustainable Marketing: Social Responsibility and Ethics <ul style="list-style-type: none"> ○ P. 585 (from “Deceptive Practices”) – 591 (until “Marketing Impact on Other Businesses”) ○ P. 599-600 (“Real Marketing 20.2”)
Wed	Jul 14	(ONLINE through Zoom for this class) Project Teamwork Session + Guest Lecture by Kuo-Hi Lee	
Fri	Jul 16	Marketing and Social Businesses: Gamechangers and Social Entrepreneurs + In-class activity	
Mon	Jul 19	Product Development & Innovation + Q&A session for Kuo-Hi’s guest lecture	<p>Readings:</p> <ul style="list-style-type: none"> • Ch.9 Developing New Products and Managing the Product Life Cycle <ul style="list-style-type: none"> • P. 268 – 274

			<ul style="list-style-type: none"> • P. 288 – 289 (until “Reviewing and Extending the Concepts”)
Wed	Jul 21	Brand Activism + Guest Lecture by Karen See	Readings: <ul style="list-style-type: none"> • “Actions Speak Louder Than Words: Brand Activism in 2021” - Chloe Satenberg
Fri	Jul 23	Marketing Plan Oral Presentation	Marketing Plan (Oral Presentation & Written Report) <ul style="list-style-type: none"> • Presentation slides <ul style="list-style-type: none"> ○ Softcopy: <i>before</i> 6pm on July 22 through Canvas ○ Hardcopy: <i>Color copy to Professor</i> before class starts (i.e. <i>before 9am on July 23</i>) • Written Report <ul style="list-style-type: none"> ○ Softcopy: <i>before</i> 6pm on July 24 through Canvas
Mon	Jul 26	Final Quiz	Online through Canvas (Details will be announced later.)