



北京大学  
汇丰商学院

Peking University HSBC Business School

**MGT 560**  
**Marketing Management (Session 1)**  
**2<sup>nd</sup> Module, 2016 - 2017**

## **Course Information**

---

### ***Instructor: Jooyoung Park***

Office: PHBS Building, Room 644

Phone: 86-755-2603-3621

Email: jpark@phbs.pku.edu.cn

Office Hour: Mon & Thu, 9:30am – 10:30am & 2:30pm – 3:30pm or by appointment

### ***Teaching Assistant: David Chen***

Office: Room 213/214, PHBS

Email: 1501214111@sz.pku.edu.cn

Office Hour: Mon & Thu, 1:30pm – 3:30 pm

### ***Classes:***

Lectures: Mon & Thu, 3:30pm – 5:20pm

Venue: PHBS Building, Room 311

## **1. Course Description**

### ***1.1 Context***

Course overview:

This course is designed to introduce you to the fundamental aspects of marketing: how organizations understand the market as well as customers and use strategies to successfully operate in today's dynamic, competitive environment.

This course is intended to provide those of you who plan to pursue a marketing concentration with a foundation on which to build subsequent marketing courses and work experience. For those of you who plan to pursue other concentrations, this course is intended to help you understand the objectives and typical strategies of marketers with whom you will interact professionally throughout your career.

Specifically, the course objectives are:

- To help you improve your problem-solving and critical thinking skills

- To give you chances to produce high-quality business documents and professionally present your ideas to others
- To get you exposed to real-world cases of international firms and develop a global perspective
- To help you develop your leadership and communication skills through team work

No prerequisites.

## **1.2 Textbooks and Reading Materials**

### **TEXTBOOK**

Essentials of Marketing (13<sup>th</sup> edition) by William D. Perreault, Jr. Joseph P. Cannon and E. Jerome McCarthy, McGraw-Hill Companies Inc.

### **REFERENCE**

Marketing Management, 14/E Philip Kotler Kevin Keller (ISBN-10: 0132102927, ISBN-13: 9780132102926, Prentice Hall, 2012)

### **CASES**

IVEY Cases

### **NEWS ARTICLES**

Recent news from the popular business press will be used throughout the module. The business news articles will give you opportunities to apply conceptual frameworks to current real-world marketing problems. Students are required to read and discuss the articles. News articles will be distributed in class.

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Y
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Y
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Y
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates	3.1. In a case setting, students will	

will be trained in ethics.	use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	Y
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Y
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Y
	5.3. Our students will demonstrate competency in critical thinking.	Y

## 2.2 Course specific objectives

- Help you improve your problem-solving and critical thinking skills
- Give you chances to produce high-quality business documents and professionally present your ideas to others
- Get you exposed to real-world cases of international firms and develop a global perspective
- Help you develop your leadership and communication skills through team work

## 2.3 Assessment/Grading Details

WEIGHTS ON COURSE REQUIREMENTS	PERCENTAGE
<b>Class Participation + Pop-Up Quizzes</b>	<b>5%</b>
<b>Research Requirement</b>	<b>5%</b>
<b>Case Analyses</b>	<b>30%</b>
<i>Individual Assignments</i>	<i>10%</i>
<i>Discussion</i>	<i>20%</i>
<b>Group Project</b>	<b>30%</b>
<i>Part 1</i>	<i>10%</i>
<i>Part 2</i>	<i>10%</i>
<i>Presentation</i>	<i>10%</i>
<b>Final Exam</b>	<b>30%</b>
<b>Total</b>	<b>100%</b>

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

## **3. Topics, Teaching and Assessment Schedule**

### **Class Participation**

Class participation is an important part of marketing courses. The learning experience of this course depends on you participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the class, and to participate appropriately in the variety of activities in the course – lecture, discussions, group exercises, etc. It is important for your classmates, and me, to know who you are. Be sure to bring your desk name card with you.

Students are required to preview and review course materials. The instructor will have pop-quizzes throughout the module and the quiz scores will be reflected on your participation grade.

Class will begin promptly at the time it is supposed to start. Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your class

participation grade. Please note that grades will be reduced for students exhibiting repeated and/or unexcused absenteeism.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time, and should sit near the door so your departure is not a distraction for others.

## **Case Analyses**

For the cases assigned in this class, you will submit one-page summary including your answers to suggested questions before class discussion. After class discussion of a case, you will also work in a group to write a written document (pptx/word) and have a presentation in class. Teams will be randomly assigned by the instructor and TA. The frequency as well as quality of your questions/comments will be reflected in the discussion grade.

## **Group Project**

You will work on a group project in this class. The group project consists of two parts. For each part, your team must submit less than 10 pages of a written assignment of the project. In Week 9, every team will have a chance to present their analyses on the company and marketing proposals. Each team will have 20 minutes for presentation and 5 minutes for Q&A. The rest of the class will evaluate presentations, and this evaluation will determine the presentation grade. Peer evaluations will be reflected in your final grade of the team project.

## **Exam**

It is important to understand basic concepts. There will be a final exam. The exam is closed-book and will consist of multiple-choice questions and short essay questions. The exam will include material covered in the class (including cases) as well as in the required assigned readings (e.g., textbook, articles). A missed exam is a serious event. In the event that you must miss the exam, I will schedule one make-up session; this make-up exam may be more difficult than the in-class exam, so I do not recommend that you miss the exam session if at all possible. If you cannot make the make-up session, no further make-up sessions will be scheduled. Final exam is scheduled on Jan. 12<sup>th</sup>(Thursday). The location will be announced later.

## **Research Requirement**

All students in this course are required to participate in research studies for a total 2 hours, or complete an alternative assignment (see below). Students who do not complete this requirement on time will be penalized (5% of your grade). All research participation or assignment submission should be done before the final exam date. The schedule and location of experiments will be announced in class or via CMS.

**IMPORTANT:** You must satisfy the research requirement by either participating in 2 hours of studies or writing 2 two-page research papers. You can participate in one experiment and submit one research paper. Research studies will be posted at different times throughout the module. If you wish to cancel your participation in a study, please contact the researcher/research assistant at least 24 hours before the study. If you fail to cancel your participation or do not show up in the study, you may be prevented from signing up for further experiments and must do the alternative assignment.

**ALTERNATIVE ASSIGNMENT:** If you prefer not to participate in research projects, you must substitute 2 two-page papers, each critically evaluating marketing research papers (published at *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, or *Journal of Consumer Behavior*) and generating your own research ideas. Papers should be submitted to the instructor before the final exam.

#### **4. Miscellaneous (BUT IMPORTANT)**

##### **NO LATE WORK WILL BE ACCEPTED**

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

##### **CLASS ROOM POLICIES**

Do not disturb other classmates with distracting devices such as cell phones and laptops. Please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

##### **SPECIAL ACCOMMODATIONS**

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.

**NOTE**

The information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

## **CLASS SCHEDULE**

<b>WEEKS &amp; DATES</b>		<b>TOPICS</b>	<b>READINGS</b>	<b>NOTES</b>
1	Nov. 10 <sup>th</sup>	Introduction of Marketing Management Marketing Strategy Planning	Chapters 1 & 2	Course Introduction
	Nov. 14 <sup>th</sup>	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	Team Assignment Team Project Guidelines
2	Nov. 17 <sup>th</sup>	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	
	Nov. 21 <sup>st</sup>	Customer Buying Behavior	Chapter 5	Case 1 ISRAELI WINES
3	Nov. 24 <sup>th</sup>	Customer Buying Behavior Business and Organizational Customers	Chapters 5 & 6	
	Nov. 28 <sup>th</sup>	Marketing Information/ Marketing Research	Chapter 7	
4	Dec. 1 <sup>st</sup>	4P Strategy: Product	Chapters 8 & 9	
	Dec. 5 <sup>th</sup>	4P Strategy: Product	Chapters 8 & 9	Case 2 PILLSBURY Team Project Part 1
5	Dec. 8 <sup>th</sup>	4P Strategy: Product 4P Strategy: Place (Channel Distribution)	Chapters 8, 9, 10, 11, 12	
	Dec. 12 <sup>th</sup>	4P Strategy: Place (Channel Distribution)	Chapters 10, 11, 12	
6	Dec. 15 <sup>th</sup>	4P Strategy: Place (Channel Distribution)	Chapters 10, 11, 12	Case 3 BEIJING XIAOMI TECHNOLOGY CO.
	Dec. 19 <sup>th</sup>	4P Strategy: Promotion	Chapters 13, 14, 15	
7	Dec. 22 <sup>nd</sup>	4P Strategy: Promotion	Chapters 13, 14, 15	
	Dec. 26 <sup>th</sup>	4P Strategy: Promotion	Chapters 13, 14, 15	Case 4 TENCENT & RED ENVELOP
8	Dec. 29 <sup>th</sup>	4P Strategy: Price	Chapters 16 & 17	
	Jan. 2 <sup>nd</sup>	4P Strategy: Price	Chapters 16 & 17	Group Project Part2
9	Jan. 5 <sup>th</sup>	Group Project Presentations		
	Jan. 9 <sup>th</sup>	Group Project Presentations & Current Marketing Issues	Chapter 18	

Note: The class scheduled on Jan.2, 2017 (Monday) will still be in session.



## **CASE ASSIGNMENTS**

<b>WEEKS</b>	<b>CASES</b>	<b>RELEVANT TOPICS</b>	<b>NOTE</b>
Nov. 21 <sup>st</sup>	Case 1: ISRAELI WINES IN CHINA	<ul style="list-style-type: none"><li>• Market opportunities</li><li>• Market development</li><li>• Consumer buying behavior</li></ul>	Ivey Publishing
Dec. 5 <sup>th</sup>	Case 2: PILLSBURY COOKIE CHALLENGE	<ul style="list-style-type: none"><li>• Market segmentation and targeting</li><li>• Consumer buying behavior</li><li>• Marketing research</li></ul>	Ivey Publishing
Dec. 15 <sup>th</sup>	Case 3: BEIJING XIAOMI TECHNOLOGY CO.	<ul style="list-style-type: none"><li>• Channel development and management</li><li>• New product development</li></ul>	Ivey Publishing
Dec. 26 <sup>th</sup>	Case 4: TENCENT & RED ENVELOP	<ul style="list-style-type: none"><li>• Innovation</li><li>• Consumer adoption of new technologies</li><li>• M-Commerce</li><li>• Cultural differences</li></ul>	Ivey Publishing