



北京大學
汇丰商学院

Peking University HSBC Business School

Course Code Marketing Strategy 4th, 2016-2017

Course Information

Instructor: Yeujun Yoon

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Office Hour: 2~4 pm. on Wed.

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Classes:

Lectures: Mon & Thur 10:30-12:20

Venue: TBA

Course Website:

N/A.

1. Course Description

1.1 Context

Course overview: What must a marketing manager consider when he/she makes marketing decisions to compete with competitors for customers? This course focuses on business level marketing strategy and uses the marketing planning process as the framework for understanding the integration and coordination of marketing decisions. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to manage the marketing problems you will encounter in your profession. As part of the course requirements, you will have marketing cases for class discussion, conduct analyses of marketing problems, and prepare marketing plan. Particularly, you will have an opportunity to make your own marketing decisions in real world situation through the most popular marketing simulation game in US MBA programs, "MarkStrat." You will own your virtual company and products and compete with other students. (e.g. launching new product, pricing decision, and implementations of other marketing activities) You will see the results of your decisions at every period of game.

***You must purchase the authorized ID (about 200 RMB) to use the simulation game. Detailed guidance would be given during the class.**

Prerequisites: Marketing Management

1.2 Textbooks and Reading Materials

“Marketing Strategy” (5th edition), by O.C. Ferrell & Michael D. Hartline., South-Western CENGAGE Learning.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	
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.	
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will 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.	
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.	
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	
	5.3. Our students will demonstrate competency in critical thinking.	

2.2 Course specific objectives

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. This course is very applied in nature. The specific objectives of this course include:

1. Reviewing the essentials of marketing management
2. Understanding the impact of strategic marketing decisions
3. Gaining insight into the “real world” frustrations/rewards of making marketing decisions

2.3 Assessment/Grading Details

1) Case Analysis (Group): This assignment involves cases we will discuss during the term. All students are required to read the cases and prepare the class discussion before they come to the class. You are responsible for analyzing the case, updating the information in the case, and preparing discussion. I will lead class discussion based on your preparation. Your teams are responsible to collect information, conduct analysis, and prepare the questions given. Your teams submit 1~2 pages summary before the class starts. Students who participate and contribute actively will get extra points up to 5 points each class.

2) Simulation Game (Group): You will form the team and participate the simulation game during the course. You and your team members make particular marketing decisions given in each game period and results will be provided to all team members before the next period starts. The game will run 10 periods. Final grade will be given based on their performance of games at the end of 10th period. Teams present their marketing strategy to share their success or failure with other team members. In addition, teams will have an opportunity to explain the analysis of their marketing strategies used during the game by submitting their review reports (max 10 pages).

* Presentation Guide

: Your team will be assigned maximum 20 min. for your presentation (15 min. for your presentation and 5 min. for Q&A). Please keep your time limit carefully in your presentation. I will evaluate your performance based on your presentation mainly: send me ppt file after presentation. Presenting teams will be given additional points up to 10 based on their presentation. Also, I will give additional points up to 10 based on your comments for other group presentation.

3) Grading

	points
Participation	20
Case Analysis (6)	30
Simulation Game (10 periods)	50

[Evaluation of Simulation Game]

1. Profit (25): "Cumulative Net Contribution" at the last period
 For Industry with 5 teams: 25/24/23/22/21 as the performance ranking of your team
 For Industry with 4 teams: 25/24/23/22
2. Market Share (25): "Revenue" at the last period
 For Industry with 5 teams: 25/24/23/22/21 as the performance ranking of your team
 For Industry with 4 teams: 25/24/23/22

* Bonus point

- 1) 2 point for a team who records the largest growth each period in terms of Profit ("Net Contribution")
- 2) 2 point for a team who records the largest growth each period in terms of Market Share ("Revenue")

* If total point meets 50 points for simulation game, then no additional points are provided.

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

session	Contents	Text	Assignment Due
1	- Course description - Introduction of Marketing Strategy	Ch.1, Ch.2	
2	- Marketing Plan, Situational Analysis - Developing Competitive Advantage (SWOT Analysis)	Ch.2, Ch. 4, Ch. 5	
3	- Customers, Segmentation, and Target Marketing	Ch. 6	Team Formation
4	- Customers, Segmentation, and Target Marketing	Ch. 6	Case 1.
5	Introduction of "MarkStrat"		
6	- Product Strategy	Ch. 7	Case 2.
7	- Product Strategy	Ch. 7	
8	- Pricing Strategy	Ch. 8	Case 3.
9	- Pricing Strategy	Ch. 8	
10	- Channel Strategy	Ch. 9	Case 4.
11	MarkStrat Presentation I		
12	- Channel Strategy	Ch. 9	
13	- Integration Marketing Communication	Ch.3, Ch.10 & Ch.12	Case 5.
14	- Integration Marketing Communication	Ch.3, Ch.10 & Ch.12	
15	Customer Relationship Management (CRM), & CSR (Case Discussion)		Case 6.
16	Customer Relationship Management (CRM), & CSR (Case Discussion)		
17	MarkStrat Presentation II		
18			

* *This course schedule is tentative*