



北京大學
汇丰商学院

Peking University HSBC Business School

MGT 560
Marketing Management (Session 1)
3rd Module, 2018 - 2019

Course Information

Instructor: Jooyoung Park

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

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Office Hour: Tue & Fri 7:00 – 9:00pm

Classes:

Lectures: Tue & Fri, 10:30am – 12:20pm

Venue: PHBS Building, Room 425

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 Chinese firms as well as foreign firms
- To help you develop your leadership and communication skills through team work

No prerequisites.

1.2 Textbooks and Reading Materials

TEXTBOOK

Essentials of Marketing (16th Edition) by William Perreault, Jr. and Joseph Cannon and E. Jerome McCarthy, McGraw-Hill Companies Inc. (ISBN-10: 126040532X, ISBN-13: 978-1260405323, Prentice Hall, 2012)

REFERENCE

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

CASES

IVEY/SMU 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

Learning Goals	Objectives	Assessment
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 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.	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
Class Participation	5%
Research Requirement	5%
Case Analyses (Individual & Group)	20%
<i>Written Assignments</i>	<i>10%</i>
<i>In-Class Discussion</i>	<i>10%</i>
Group Project	30%
<i>Written Assignments</i>	<i>20%</i>
<i>Presentation</i>	<i>10%</i>
Final Exam	40%
Total	100%

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 your 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.

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 each of the three IVEY/SMU cases, you will submit one-page summary including your answers to suggested questions in the previous class of the date we discuss each case. After class discussion of a case, you will work in a group to write a written document (pptx/word) or to orally present your team's suggestions in class. In addition, several small cases will be discussed in class and related assignments will be required. The frequency as well as quality of your questions/comments will be reflected in the discussion grade. You should submit a hard copy to the instructor in class and a soft copy to the TA. Both hard and soft copies should be submitted on time.

Group Project

You will work on a group project in this class. The group project consists of two written documents (each document should be less than 10 pages) and one presentation. You should choose a company and analyse its internal and external environments in the first written document (due on Dec. 18th). You should propose marketing strategies for the company in the second written document (due on Jan. 8th). In Week 9, you will have a chance to present your analyses on the company and marketing proposals. Each team will have 15 minutes for presentation. Other teams will evaluate presentations, and the evaluations will affect 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. 18th (Friday). 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 use 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.

Grading Policy

Following the grading policy of PHBS, grades should be awarded in letter grades (e.g., A+, A, ...). The percentage of the distribution of each letter grade is limited. Specifically, no more than 30% of the class will receive A- or above. B- or above should be lower than 90% of the class. For the sake of fairness, no negotiation or reconsideration is acceptable. If there are any concerns or errors, you should talk to the instructor and TA immediately.

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

WEEKS & DATES		TOPICS	READINGS	NOTES
1	Nov. 16 th Friday	Introduction of Marketing Management	Chapters 1 & 2	
	Nov. 20 th Tuesday	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	Team Assignment Team Project Guidelines
2	Nov. 23 rd Friday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	
	Nov. 27 th Tuesday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 5	Case Assignment ISRAELI WINES
3	Nov. 30 th Friday	Customer Buying Behavior	Chapters 5 & 6	Case Discussion ISRAELI WINES
	Dec. 4 th Tuesday	Marketing Information/ Marketing Research	Chapter 7	
4	Dec. 7 th Friday	Marketing Information/ Marketing Research	Chapters 8 & 9	Case Assignment NO MORE UNCLE
	Dec. 11 th Tuesday	4P Strategy: Product	Chapters 8 & 9	Case Discussion NO MORE UNCLE
5	Dec. 14 th Friday	4P Strategy: Product		
	Dec. 18 th Tuesday	4P Strategy: Product 4P Strategy: Place	Chapters 8 & 9	Group Project Assignment Part 1
6	Dec. 21 st Friday	4P Strategy: Place	Chapters 10, 11, 12	
	Dec. 25 th Tuesday	4P Strategy: Promotion	Chapters 13, 14, 15	
7	Dec. 28 th Friday	4P Strategy: Promotion	Chapters 13, 14, 15	
	<i>Jan. 2nd Wednesday</i>	4P Strategy: Promotion	Chapters 13, 14, 15	Case Assignment FOCUS BRAND MANAGEMENT
8	Jan. 4 th Friday	4P Strategy: Price	Chapters 16 & 17	Case Discussion FOCUS BRAND MANAGEMENT
	Jan. 8 th Tuesday	4P Strategy: Price	Chapters 16 & 17	
9	Jan. 15 th Tuesday	Group Project Presentations		Group Project Assignment Part 2
	<i>Jan. 16th Wednesday</i>	Group Project Presentations		

Note: The classes scheduled on Jan. 2nd moved to Jan. 3rd (Wednesday) and Jan 11th to Jan 16th (Wednesday), respectively.

CASE WRITTEN ASSIGNMENTS & DISCUSSION DATES

WEEKS	CASES	RELEVANT TOPICS	DISCUSSION DATE
Nov. 27 th Tuesday	Case 1: ISRAELI WINES IN CHINA	<ul style="list-style-type: none">• Market opportunities• Market development• Consumer buying behavior• Cultural differences	Nov. 30 th Friday
Dec. 7 th Friday	Case 2: No MORE UNCLE: ASIAN MEN'S BEUATY IN MARKETING SPOTLIGHT	<ul style="list-style-type: none">• Positioning• Consumer buying behavior• Marketing research• Cultural difference	Dec. 11 th Tuesday
Jan. 2 nd Wednesday	Case 3: FOCUS BRAND MANAGEMENT	<ul style="list-style-type: none">• Market positioning strategy• Branding and advertising strategies• Promotion strategies	Jan. 4 th Friday