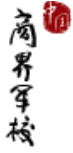




PHBS
北京大学汇丰商学院



Course Code

Marketing Strategy

1st, 2019-2020

Course Information

Instructor: ZENG, Xiaohua (Michelle)

Office: PHBS Building, Room 744

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Office Hour: 15:30-17:30pm on Mon

Classes:

Lectures: Mon & Thur 13:30-15:20

Venue: PHBS Building, Room 211

Course Website:

N/A

1. Course Description

1.1 Context

Course overview: This course aims to provide a comprehensive introduction to marketing strategy and planning. It will endeavour to advance students' knowledge of the marketing concept and its implementation, including how to serve customers better, create value, understand competitive advantage, limit competition, and the associated control and metrics.

You will have marketing cases for class discussion, conduct analyses of marketing problems, and make marketing decisions. Given that data are expanding and market demand for data analytics are increasing, the course will also introduce some common analytical approaches for marketing decision making (for some sessions, you need to bring your laptop with you). In addition, you will have an opportunity to make your own marketing decisions in real world situation through a popular marketing simulation game in US MBA programs, "MarkStrat." You will own your virtual company and products and compete with other students (e.g. by launching new product, pricing decision, and implementations of other marketing activities). You will see the results of your decisions at every period of game.

****Each student must purchase an authorized ID to use the simulation game. The current cost of an ID is 43Euro (about 350RMB; I'm still finding ways to lowering the cost). Detailed guidance would be given during the class.***

Prerequisites: Marketing Management

1.2 Textbooks and Reading Materials

You will rely mainly on my lecture notes. The following are two optional textbooks:

- (PS) Palmatier, Robert W. and Sridhar, Shrihari (2017) Marketing Strategy: Based on First Principles and Data Analytics, Palgrave Macmillan.

- (WFI) West, Douglas C., John Ford, and Essam Ibrahim (2015) Strategic marketing: creating competitive advantage, Oxford University Press.

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 process and impact of strategic marketing decisions
3. Introducing some common analytical approaches for marketing decision making (e.g., clustering, conjoint, customer lifetime value)
4. Gaining insight into the "real world" frustrations/rewards of making marketing decisions

2.3 Assessment/Grading Details

Grading

	Points
Participation	15
Individual assignments	30
Simulation game performance	40
Presentation & Report	15

1) Participation: You are strongly encouraged to participate in class discussions and raising questions during presentations. We will also have some class exercises for practicing the concepts and methods learnt in class.

2) Individual assignments: There will be two written individual assignments. The assignments may include case studies and the applications of analytical tools. Details will be released as the classes proceed.

3) 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. Final grade will be given based on their performance of games at the end of last 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. Send me ppt file before presentation.

[Evaluation of Simulation Game]

1. Profit (20): "Cumulative Net Contribution" at the last period
e.g., for industry with 5 teams: 20/19/18/17/16 as the performance ranking of your team

2. Market Share (20): "Revenue" at the last period
e.g., for industry with 5 teams: 20/19/18/17/16 as the performance ranking of your team

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	Content	Text	Tasks
1	Course Description Introduction to marketing strategy	WFI Chap 1,2; PS Chap 1	
2	Marketing plan & Situation analysis	WFI Chap 3	
3	Customers, Segmentation, and Target Marketing	PS Chap 2	Team formation
4	Customers, Segmentation, and Target Marketing	PS Chap 2	
5	Introduction of MarkStrat	MarkStrat Handbook	
6	Sustainable competitive advantages	PS Chap 4	Assignment 1
7	Product strategy	WFI Chap 6	
8	Product strategy	WFI Chap 8	
9	Pricing strategy	WFI Chap 10	
10	Pricing strategy	WFI Chap 10	
11	Channel strategy	WFI Chap 11	
12	Communication strategy	WFI Chap 11	
13	Customer relationship management	Class notes	
14	Customer relationship management	Class notes	Assignment 2
15	Control and metrics	PS Chap 8	
16	Control and metrics	PS Chap 8	
17	MarkStrat Presentations		
18			

* This course schedule is tentative