

MARKETING MANAGEMENT MARK2120 FALL 2017

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I expect all students to read this course outline very carefully. Please consult this note before raising any questions about the course.

Course Description

The objective in this course is to help students develop a broad and practical understanding of the central role that marketing plays in business. We focus on marketing as a management discipline as well as a force in society, and try to answer questions such as the following. What is marketing? What role does it play in modern organizations? What makes for a good marketing strategy and what tactical tools bring such a strategy to life? Throughout the class, we'll ask these basic questions to dig deeply into the marketing activities of familiar companies and important marketing issues.

This course focuses on the *decisions* that managers make and the *tools* that they use to support an effective marketing strategy. The attraction and retention of profitable customers must involve consideration of the product or service being offered, the way in which the product is sold and distributed, how pricing is set and structured, and how the value of the offering is communicated. As consumers, you already know something about marketing, but I hope you will discover that there's a lot more to marketing than first meets the eye. By the end of the course, you should have a basic but complete understanding of the real world of marketing, and the ability to assess a marketing strategy for a product or service from organizational, consumer, and societal viewpoints.

Required Text

Principles of Marketing, 16th Edition, by Kotler and Armstrong, Prentice-Hall. I will not lecture on every topic included in the textbook. However, I do expect you to read all the assigned chapters. Email me or ask in person if you have any problems or questions with the assigned readings.

Optional Readings

Al Ries and Jack Trout, *Positioning: The Battle for your Mind*

Paco Underhill, *Why We Buy: The Science of Shopping*

These are small, well-written books that provide interesting insights into consumer behavior both inside and outside the shopping environment. They should provide an enjoyable supplement for those looking to go beyond the main text.

Expectations of Students

I expect you to be an active thinker, reader, observer and doer. Several of the ideas you will come across in this course were developed in Western countries, in the expectation that basic theories of human behavior apply to human beings all over the world. Throughout this course, I would like you to be alert to any differences you may note between what is taught, and what you have observed from your own experience as a consumer in Hong Kong/Asia, and raise these issues for discussion in class. The specific learning goals and objectives for this class are listed below.

Learning Goals and Objectives

On successfully completing this course, you should be able to:

1. Understand what Marketing is as a discipline and how it relates to
 - a. Other business functions
 - b. The business environment
2. Analyze the core issues in a Marketing problem and, independently and in teams:
 - a. Consider unconventional concepts and solutions
 - b. Propose rigorous and creative solutions
 - c. Reason and defend your proposals in oral and written English
3. Bring to the table an appreciation and understanding of:
 - a. Globalization and cross-cultural similarities and differences
 - b. Information, information technology, and how to use them
 - c. Ethics and social responsibility
 - d. Your own strengths and weaknesses, your goals, and how to try to achieve them

Grading Scheme

Best 2 Quizzes	25% each
Project Report	25%
Project Presentation	10%
Observational Research Exercise	10%
In-Class Group Exercises	2%
Research Participation	3%
Class Participation	+/- 5%

Scores on each of the above components will be summed to arrive at an overall score for each student. Based on this overall score, grades will be assigned as per a *relative grading system*.

In general, I do not like to give any 'F' grades in my course. However, *I will definitely fail a student for dishonest behavior*, such as cheating or plagiarism in the quizzes or assignments.

Quizzes

There will be 3 quizzes at various points during the semester. Each student's *best two out of three* quizzes will be considered for grading purposes. The quizzes will consist of objective questions, such as multiple-choice and fill in the blanks. All the questions will be based exclusively on assigned chapter readings and class lectures. There will be between 20 and 30 questions, and *every student will be allowed to carry a single A4-sized page "cheat sheet", with their name and student ID number clearly written at the top, which they will have to submit at the end of the quiz.* There will be no carryover of substantive topics for the quizzes. Quizzes 1 and 2 will be held during class times on the quiz dates.

Quiz Dates

Quiz 1	September 27
Quiz 2	October 25
Quiz 3	November 29

Note: No separate make-up quiz will be scheduled. However, since only marks from your best two quizzes will be considered for your grade, you can afford to miss one of the three quizzes that will be held.

Group Project

Students are required to form groups consisting of **exactly six members each** (*I will grant very few exceptions to this rule*). Each group has to *email* me a list of its members (names, student ID's and email addresses) by **September 14**, upon which each group will be assigned a number. Please make sure to indicate your section number in your email. *Group members are required to sit together in each class.*

Project details. Each team will act as representatives for a specific company, and develop a marketing plan for a new product or service that they would like to bring to market. Groups will be given a choice of existing companies from a particular industry, and will then have to assess marketing opportunities by analyzing customers, competitors, and their own company ("3 Cs"), develop the strategy (STP), and design effective marketing programs by devising appropriate recommendations for pricing, promotion, place, and product ("4 Ps"). More detailed instructions will be provided in class on September 27, and the allocation of companies will be decided shortly afterwards.

Page Limit for Report: 12 double spaced pages in Times New Roman (12 Point), including tables and appendices, with 1 inch border on all sides. This limit is to be strictly followed.

Due Date: December 2, 11 am. No late report will be accepted. Hard copies only.

Project Presentation

Each group will make an oral presentation of the report in class. The presentation should be made by a maximum of two members on behalf of the group. It is up to the group members to decide who they want to represent them—the same grade will be given to all members. Each presentation should take about 10 minutes and a further 5 minutes for a question-answer session. Attendance is mandatory at all presentations, and every group may be required to mark every presentation (including their own).

Observational Research Exercise

This exercise is to be done **in pairs** (i.e., groups of two). The purpose of this exercise is to help you appreciate how consumer behavior is not an abstract subject that exists only as definitions in your textbook. This assignment requires you to use your skills as an observational researcher, observing some specific consumer activity as it happens around you. Further details will be announced at the beginning of the semester. ***This assignment will be due in class on October 4.***

In-Class Group Exercises

The classroom experience is very important in your learning process. In addition to lectures, time will be allocated to in-class group exercises. These exercises will be in the form of small caselets (written or video), or discussion questions that will be handed out in class. Each group of students will then get some time (10-15 minutes) to discuss the assignment with one another. Following this, I will ask one group to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion. In order to facilitate this type of discussion, ***each group of students is required to sit together for all classes during the semester.*** Group participation points will only be given to members of the group who are present for the discussion – so if you know ahead of time that you are going to be absent for a class, let me know. ***You are not allowed to sit in a different section.*** All members of the same group will receive the same marks for the in-class group exercises.

Class Participation

There will **also** be individual class participation points – i.e., marks given to individual students for activities relevant to this class. To grade class participation, I will follow the “Ren (仁) ratio” principle (<http://greatergoodscience.blogspot.hk/2007/02/whats-your-jen-ratio.html>): “A person of *jen* [ren], according to Confucius, “brings the good things of others to completion and does not bring the bad things of others to completion.” If you add to the classroom experience for the class as a whole, through comments, questions, answers, humor, or any other good things, you stand to score up to 5 extra points. On the other hand, if you have a negative influence, through late-coming, talking to your neighbors, missing deadlines, or any other such distracting actions, you may lose up to 5 points of your grade. If you never contribute in class and submit all your assignments in time, your score will simply be zero.

Since individual participation is important, I would like each student to hand in a **photo card** by **September 12**. Please ***download the photo card form from Canvas*** (look under “Files”) ***and upload your completed card onto Canvas “Assignments”*** (in the course menu on the left) before the due date. There will be a penalty for late submission, except for students who are still on the waiting-list as of September 12. ***If you happen to add the class after September 12, welcome, and please submit your photo card as soon as possible!***

Research credit

Students enrolled in this class are expected to earn 3 research credits (worth 3% of the grade). This can be done through participation in 3 *marketing experiments* (of 1 hour each) OR by completing 3 *research assignments*.

Marketing *experiments* will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be given to you once the add/drop period is over. They will be posted on your course website. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

If you choose to do research *assignments*, you can pick them up from the Marketing Department Office (room LSK 4018). These assignments can be turned in on the last day of class to the MARKETING MAIN OFFICE. Please do not give it to me (your instructor) since they are evaluated by the department.

Questions about this component of the grade should be sent to markexpt@ust.hk.

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. ***I have absolutely no tolerance for cheating or plagiarism and there are no acceptable excuses.***

UST places a strong emphasis on academic integrity and has introduced regulations to back this up. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention. Please visit the website at <http://www.ust.hk/vpao/integrity>.

The penalty for cheating can range from failure of a quiz or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Quizzes are to be written without the assistance of notes or other people, unless we explicitly tell you otherwise. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course.

The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Class Schedule

Lecture #	Topic	Chapters**
1	I. Introduction a) Course Outline and Syllabus	
2-8	II. Understanding the Marketing Environment a) Company and Marketing Strategy b) Competition: The Marketing Environment c) Marketing Information d) Consumer Behavior <i>Quiz 1 on September 29; no lecture on September 29</i> <i>Observational Research Exercise due on October 4</i>	2 3 4 5
9-14	III. Designing a Marketing Strategy a) Segmentation and Targeting b) Positioning c) Ethics <i>Quiz 2 on October 25; no lecture on October 25</i>	7 Handouts 20
15-19	IV. The Marketing Mix a) Product b) Price c) Place d) Promotion <i>Quiz 3 during exam period</i>	8 10 12 14-15

November 17, 22, and 24: Group Presentations.

Project Report due by December 2, 11 a.m.

**You will be required to read only some of the assigned chapters in full. For most of the chapters, I will assign specific pages for you to read.