



Hong Kong University of Science and Technology

MARK2120: Marketing Management
Fall, 2017-18

All students must read this document carefully. Always consult it before asking questions about the course.

A. GENERAL INFORMATION

Instructor:	Prof. Coral PUIG Office: LSK4056 Office Hours: by appointment	Email: coralpuig@ust.hk
Teaching Assistant:	Kitty HUNG Office: LSK4018 Office Hours: by appointment	Email: kittyhung@ust.hk
Course webpage:	https://canvas.ust.hk/ Log into the course website with your ITSC account	
Lecture Venue	LSK – Rm1003	Lecture Time: Wed & Fri 1:30pm – 2:50pm (L4) Wed & Fri 3pm – 4:20pm (L5)

B. COURSE CONTENT & OBJECTIVES

As consumers, you already know something about marketing. But I hope you'll discover that there's a lot more to marketing than first meets the eye. My objective in this course is to help you develop a broad and practical understanding of the basics of marketing, both as a management tool and as a force in society. What is marketing? What role does it play in modern organizations, both for-profit and not-for-profit? What makes for a good marketing strategy and what tactical tools bring such a strategy to life? We'll ask these basic questions to dig deeply into the marketing activities of companies and important marketing issues.

The course begins with an introduction to marketing and marketing strategy—what marketing is, and its role and objectives. We will examine the importance of consumer-centric and socially responsible marketing for maintaining the integrity and profitability of a company. These chapters will help to organize your thinking about marketing and will establish a framework for the course and the three general sections that follow. From there, we will focus on understanding and analyzing a company, its competitors, and its consumers. We will also examine how marketers analyze the marketing environment—how they use marketing research and information systems to study consumers and identify marketing opportunities. Next, we'll look at the elements of marketing strategy—segmentation, targeting, differentiation and positioning. Finally, we will examine the “marketing mix”—the set of tactical tools marketers use to implement their strategies, including product, pricing, distribution (i.e., place), and promotion.

Learning Goals and Objectives

On successful completion of this course, students are expected to be able to:

1. Examine the key concepts, theories and principles of marketing and its relationship to other business functions and the business environment.
2. Analyze the core issues involved in a marketing problem and critically evaluate the underlying assumptions, relevant concepts and theories.
3. Propose rigorous and creative solutions to a range of marketing problems using selected quantitative and analytic tools and persuasively communicate those solutions and decisions to a variety of audiences, both orally and in writing, using appropriate marketing terminology.

4. Assess the impact and function of marketing from the perspective of the organization, the individual consumer and society, taking account of factors such as cultural diversity, globalization, ethics and social responsibility.
5. Lead and work effectively in a team to accomplish selected tasks, respecting the ideas and opinions of other and making a positive contribution to collaborative projects.
6. Select and evaluate information and effectively utilize information technology to achieve marketing goals.
7. Identify and exploit key opportunities that are conducive to career success.

C. TEXTBOOK & OTHER MATERIALS

1. *Principles of Marketing*, 16th edition, by Kotler/Armstrong, Pearson, 2016. Read assigned chapter before lecture. Lectures may cover only a subset of the assigned readings, but students should be familiar with all assigned readings for quiz.
2. Lecture notes will be available in advance on the course's Canvas website.
3. Videos will be shown in class and their content may appear on quiz. These videos will not be available on the course website or in the library.
4. Students will read a case, which will be available on short-term loan from the marketing department office (LSK 4018, lift 1/2).

D. COURSEWORK & ASSESSMENT

<i>Coursework</i>	<i>Weight (%)</i>	<i>Nature of Activity</i>
Quizzes	50	Individual
Case Analysis ¹	17	Team
Marketing Plan ¹	20	Team
In-class activities ^{2,3}	10	Team/Individual
Marketing Experiment	3	Individual

1 Individual scores can be adjusted based on peer evaluations

2 Participation in discussions & etiquette (eg, be punctual, no talking, no phones). Please, use a paper with your full English name in front of you during class.

3 Activities related to lectures/videos. Attend your assigned section to receive credit!

Team Activities Overview

The purpose of team activities is to expose you to business endeavors and problems in a realistic business context, i.e., in a team. Teams are expected to:

1. Sit together in lecture.
2. Finalize team membership before the deadline (see schedule).
3. Work together on the Case Analysis, Marketing Plan, and in-class activities.
4. Manage activities and resolve conflict internally. You can stave off conflict by defining individual responsibilities early on. Please contact me if major problems arise. Group membership is a privilege that can be revoked. Should this happen, a student will be expected to complete team activities individually.

Peer Assessment: Peer assessment provides me with a glimpse into what happened behind the scenes, be it exceptionally good individual contributions or free-loading problems, and may be used to adjust individual scores. Each team member will (anonymously) evaluate each of his/her teammates twice during the semester, first following the *Case Analysis* discussion and then following the the *Marketing Plan* presentation.

Peer evaluations will be completed online. You will be informed when the peer evaluation system becomes available and you will have 1 week to complete your evaluations. Failure to complete peer evaluations within 1 week will result in a deduction from your individual score on that assignment.

Coursework Components

1. QUIZ

There are 3 quizzes in this course (“closed book” & multiple choice). The quizzes will cover material from lectures (including videos) and the textbook.. Bring your student ID to the quiz; no exceptions. Also bring HB pencils, an eraser, and a pen (blue or black ink only). You will record your answers on an optical scan sheet. Refer to the course schedule for quiz dates, times and locations. A seating plan may or may not be posted for the quiz.

Under no circumstances will a make-up quiz or assignment be administered because it is impossible for me to construct a quiz or assignment that is equal in difficulty to the original. If you miss the quiz, approval is granted only for documented illness or certain school-related academic or sporting events. Most absences require approval in advance.

2. CASE ANALYSIS

Cases are synopses of actual business problems. The purpose of the case analysis assignment is to place you in the context of a manager facing an actual marketing challenge that requires you to apply concepts learned in class. After reading the case, groups are expected to meet to identify the key problems and decide what key decisions need to be made, determine what information is relevant and/or needed to solve these problems, and devise a strategy to move forward. In business, it is essential to identify key issues and provide recommendations about these issues concisely, clearly, and on time. Therefore, you will write-up your analysis of the case and come to class prepared to discuss it.

To emulate the situations managers find themselves in at the time of the case, it is important that the class work from a common frame of reference. Do not base your analysis or recommendations on material that is outside the case! Doing so destroys our common frame of reference and can spoil the case discussion for others. Accordingly, **do not conduct any research about the company or the industry beyond what is described in the case.**

GUIDELINES FOR PREPARING A CASE WRITE-UP

The write up should apply marketing theories, concepts, and terminology. Do not simply restate the information in the case—*use* the facts and exhibits to support your own analysis and ideas. Your write up should do the following:

- *Size up the situation.* Assess the company’s situation. What are the major problems, opportunities, and decisions facing management? Which need the most immediate attention and resources?
- *Assess strategy options and recommend an overall strategy.* Identify the basic strategic *alternatives* for dealing with the most pressing issues. Evaluate the strengths and weaknesses of each alternative. Recommend an overall marketing strategy for the company, supporting this strategy with relevant analyses of facts. Your brief should provide a logically organized and well presented rationale for your decisions and recommendations.
- *Recommend specific tactics and actions.* Articulate an implementation plan for your chosen alternative. Briefly discuss the specific marketing mix and other actions that follow from the overall strategy you suggest.
- *Use exhibits* as needed to outline key analyses and to provide evidence that supports or documents your points.

The write-up should be no longer than **two pages**. Use a typeface of at least 11 points and one inch margins. Two pages don’t seem like much, but if you write carefully and concisely, you will have plenty of space for a full analysis. You may add additional pages of exhibits if needed. Submit the write-up **titled as follows: MARK2120case_T#(your team number)**”.

ASSESSMENT CRITERIA

This assignment is worth 17% of your final grade and is graded out of 17 points. Grading is based on:

- The quality of the analysis (14 of 17 points): described under “Guidelines for preparing a case write-up”
- Quality of writing (3 of 17 points): organization of information and clarity of writing.
- Teams will be penalized if the write-up is more than 2 pages or submitted late (NOTE: up to 7 points will be deducted from late assignments!)
- Individual scores may be adjusted up or down based on peer evaluations.

Remember, the purpose of this assignment is to give you a chance to apply your knowledge of marketing. I realize that you've had little experience with case analyses so I don't expect a marketing consultant-level analysis. I do, however, expect you'll make a full effort. The case due date is indicated on the course schedule.

3. MARKETING PLAN

Each team will develop a marketing plan for a product or service that they would like to bring to market. Marketing plans can be for any business you choose – a waterfront bar at HKUST, a new restaurant, or a high tech company. Feel free to propose ideas that improve upon or emulate existing products or services, such as Facebook, the Apple iPhone, Vitamin Water, etc... If you need help generating ideas, refer to local/international competitions, e.g., HSBC's Young Entrepreneur competition or The Young Entrepreneurs Development business plan competition.

The purpose of this assignment is for teams to assess marketing opportunities by analyzing customers, competitors, and their own company (the 3 Cs), devise an effective marketing strategy (STP), and design appropriate plans for pricing, promotion, place, and product (the 4 Ps). To accomplish these goals, the team should become experts on the product or service, company, and industry in which it operates. Be sure to apply concepts and terminology from class.

GUIDELINES FOR PREPARING A MARKETING PLAN

Teamwork Session: One full class is allocated for teams to work on the plans. All teammates are expected to attend. In preparation for this class, teams should have conducted an exhaustive competitor analysis. While there is no formal format for the analysis, it should demonstrate that the team has conducted market research and now understands the competition, gathering industry information from different sources. This market research stage forms the basis for identifying opportunities and difficulties for marketing your product/service. That is, teams will rely on their market research to decide how to market their product/service (STP & 4Ps). **Therefore, to make the most of the teamwork session, it is recommended that all teams conduct a competitor analysis prior to the teamwork session.**

Written report: Each team will submit a single write-up that is no longer than **four pages** (not including title page and exhibits). Additional pages of exhibits may be added as needed. Use at least 11 point typeface and one inch margins. Submit the plan **titled as follows: MARK2120plan_T#(team number)**". Teams have flexibility in how they format the plan. Choose either of the formats detailed in the textbook (i.e., either Table 2.2 "Contents of a Marketing Plan" or Appendix 1 "Marketing Plan"), or choose the following format:

- Title page
- Executive Summary
- 3Cs:
 1. Customer Analysis (Who is the market of potential buyers? What are their needs/wants?)
 2. Competitor Analysis (acknowledge all competitors in the market, i.e., firms that offer a similar product/service, and firms that offer a different product/service that fulfills similar needs)
 3. Company Analysis (essentially a mission statement since your company doesn't actually exist)
- Segmentation, Targeting and Positioning
- 4Ps:
 1. Product Plan
 2. Pricing Plan (state and justify your pricing strategy but you need not estimate costs)
 3. Distribution Plan
 4. Promotion Plan
- Exhibits (if necessary)
- References (reference all information not covered in the textbook, e.g. background information and outside data sources. You may use any style you wish, e.g., APA, just use it consistently)

Oral presentation and Q&A: Teams must arrive to class prepared to present their plan on the assigned day. The proposal is a "pitch" and your audience is a potential investor, not a prospective customer. Teams should present the highlights of their plan, being sure to touch on the 3 Cs, STP, and 4 Ps. Presentations should be 8-10 minutes and will be followed by 5 minutes of questions from the audience. It is important that teams control their time because several teams will present each day. Practicing presentations is strongly advised. Teams are also advised to use visual aids (e.g., tables and graphs, PowerPoint, videos, product prototypes) and to avoid reading during the presentation. The dress code is formal,

but students who do not own a suit may dress business casual. It is necessary that all team members speak during the presentation and participate in their team's Q&A.

Before your team's presentation, your team must:

- (1) submit a hard copy of the presentation materials to me (your instructor) at the beginning of class.
- (2) arrive to class 5-10 minutes early to upload the presentation and ensure any links/videos work properly.

ASSESSMENT CRITERIA

This assignment is worth 20% of your final grade and will be graded out of 20 points. Grading is based on:

- The quality of your team's plan
 - This category (worth 10 of 20 points) includes depth of understanding of relevant industry, application of principles of 3Cs and 4Ps, strategic planning (refer to the "Guidelines for preparing a marketing plan")
- The team's ability to convey their ideas clearly, both in writing and in their class presentation.
 - Quality of writing (3 of 20 points): organization of information and clarity of writing.
 - Quality of presentation (7 of 20 points): preparedness, handling questions, use of visual or other aids.
- Teams will be penalized if:
 - they fail to attend the teamwork session,
 - they fail to submit a plan outline at the beginning of the teamwork session
 - the final plan is submitted after the deadline
 - plan exceeds 4 pages in length
 - presentation is outside 8-10 min duration
 - Plan fails to reference appropriately
- Individual scores may be adjusted up or down based on peer evaluations.

Marketing Experiment

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).

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.

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

Course Grades

All assignments, quizzes, etc. are averaged (using the weights indicated above) and an overall percentage score is calculated for each of you. The university requires that these percentage scores be translated into letter grades and has rules regarding the percentage of students who can be assigned each of those letter grades. This means that your final letter grade depends on where you rank in the class. All letter grades will follow the distribution requirements of the university. Unless you suspect a calculation error, do not attempt to negotiate a better grade. Any request for grade recalculation must be made in writing and submitted within one week of the grade being posted.

E. 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 of the University. **Cheating** entails offering or receiving assistance from other people or sources. To avoid cheating, quizzes must be completed without the assistance of notes or other people, and team assignments must be completed entirely and solely by the members of the team. **Plagiarism** is copying anything from another source without citing that source. To avoid plagiarism, you are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work. If you present the materials

or ideas of an existing company as your own, without acknowledging the source, I will consider this plagiarism. For example, it is plagiarism to present a pre-existing product/service as your own new idea in your marketing plan. Pre-existing products/services should be treated as competitors in the marketplace.

If you cheat or plagiarize, you may fail either a quiz/assignment or the course. I have zero tolerance for cheating or plagiarism and there are no acceptable excuses for these offenses. To learn more, all students should visit the website <http://tl.ust.hk/integrity>. If you are uncertain what it means to cheat or plagiarize, please ask.

The value of in-class activities (discussions, interactive learning exercises, etc.) is diminished by prior knowledge of them. You are explicitly requested to avoid discussing class activities with students in other sections of this course. While such discussions do not constitute cheating, they are explicitly discouraged.

F. COURSE COMMUNICATION

The success of this course depends upon communication, so please speak up during class, on the website, or via email. We welcome suggestions to improve classroom and teaching effectiveness, but please note that it might not be feasible to incorporate some changes during the current semester.

When emailing about specific assignments, please include “MARK2120 -T#(team number)” in the subject line of the email (i.e. MARK2120- T#1: a question about...).

As a university student, you must actively participate in your own learning process. You are expected to:

1. Try to answer questions about the course material on your own or with your peers by digging deeper into the text and lecture notes. For those questions that remain unanswered, please contact us!
2. Manage group interactions internally. If group discussion does not suffice, make use of peer evaluation. Only in dire circumstances should you contact us to mediate conflict.
3. Contact us if you are having ongoing difficulties with the course. If you wait until late in the semester to seek solutions to problems that have persisted during the entire term, it is often too late for us to help you.

G. MISCELLANEOUS NOTES

1. Attend the lecture section in which you are officially enrolled. Otherwise, you will not receive credit for in-class team activities.
2. Check your HKUST email and the course webpage regularly for important announcements and updates.
3. The lecture topics, schedule, assignments, and grading schemes are subject to change. Please be sure to have the most up-to-date documents.

MARK2120 CLASS SCHEDULE (TENTATIVE)

Day	Date	Topic	Assignment Due / Pre-Reading
Fri	1 Sep	Course Introduction + What is the purpose of Marketing?	Pre-Reading: p. 29-37 p. 37-48 (optional for non-marketing majors; those majoring in business should read)
Wed	6 Sep		
Fri	8 Sep	Managing Marketing Information	Pre-Reading: p.128-143
Wed	13 Sep	Consumer Markets and Consumer Buyer Behavior	Pre-Reading: p.164 (“GoPro: Be a HERO!”) -188 (“Objectives Review”) Team Formation (Deadline: 11am, 15 Sep)
Fri	15 Sep		
Wed	20 Sep	Marketing Strategy: Segmenting, Targeting & Positioning	Pre-Reading: p. 220-238 (“Socially Responsible Target Marketing”)
Fri	22 Sep		
Wed	27 Sep	Quiz 1	
Fri	29 Sep	Marketing Strategy: STP + mid-term wrap up + Marketing Plan Consultation	
Wed	4 Oct	Product: Branding Strategy	Pre-Reading: p. 257 (“Products, Services, and Experiences”) - 270 (“Marketing Strategies for Service Firms”)
Fri	6 Oct		
Wed	11 Oct	Pricing Concept: Understanding and Capturing Customer Value	Pre-Reading: p. 324 (“What is a price”) -333 (before “Other Internal and External Considerations Affecting Price Decisions” except the case of ALDI) p. 340-341 (“Objectives review and Key terms”)
Fri	13 Oct		
Wed	18 Oct	Marketing Channels	Pre-Reading: p. 374 (“Chapter Preview”) p. 377 (“The Nature and Importance of Marketing Channels”) -381 (“Channel Behavior”)
Fri	20 Oct		
Wed	25 Oct	Quiz 2	
Fri	27 Oct	The 4th P: Promotion	Pre-Reading: p. 447 (“The Promotion Mix”) -458 (“Selecting the Message Source”)
Wed	1 Nov		
Fri	3 Nov	Case Analysis & Marketing Plan Teamwork Session	
Wed	8 Nov	Guest Lecture by Ms. Karen SEE	
Fri	10 Nov	Marketing Ethics and Social Responsibility	Pre-Reading: p. 627 (“Sustainable Marketing”) -635 (“Marketing’s Impact on Other Businesses”)
Wed	15 Nov		
Fri	17 Nov	(Reserved)	
Wed	22 Nov	Marketing Plan Oral Presentation	<ul style="list-style-type: none"> • Case analysis • Marketing Plan (Oral Presentation & Written Report)
Fri	24 Nov		
Wed	29 Nov	Quiz 3	