

MARKETING MANAGEMENT (MARK2120 L1, L4, L5| Spring 2019)

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Office hours: Wednesdays 4pm-5pm
- COURSE WEBSITE** The site is available through Canvas at <https://canvas.ust.hk/>. You are required to access the website on regular basis. The site will contain useful material including announcements, syllabus, assignment guidelines, readings, sample exams, PowerPoint slides from class lectures, and other fun and useful things.
- COURSE MATERIALS** PowerPoint slides from class lectures are the **core** materials. In addition, the **required** textbook is *Principles of Marketing* -17th edition by Kotler and Armstrong, Prentice Hall. My lectures will not exactly follow the textbook but the textbook will well complement the lectures and provide good guidance for your assignments and final project. To maximize your classroom learning experience, I do recommend you to read all the assigned chapters before or after class. In case you prefer to borrow, some copies of the book are reserved in the library under the course name # MARK2120.

! Do NOT upload course materials on any website without my permission. They are COPYRIGHTED and you will be legally liable for your illegal upload.

DEADLINES / IMPORTANT DATES

Submit Photo Card Due	Feb 14
Group Formation Due	Feb 26
Quiz 1	March 5, evening
Quiz 2	March 28, evening
Quiz 3	April 25, evening
Final Project Presentations	April 30, May 2 and 7
Final Project Report Due	May 14

*Unless otherwise specified, assignments are due by the class time, and you are to submit it both in hard copy (hand it to me in person) & upload it on the canvas website “assignments”

COURSE OVERVIEW

This course is designed to introduce you to the concepts and skills essential in marketing strategy. Marketing strategy involves two basic sets of activities. The first set starts with identifying consumer needs and ends with positioning a product or service to satisfy those needs and differentiate it from competition. In between, there is rigorous analysis of the customer, the competition, the environment, and the company's own capabilities. The second set of activities revolves around the "marketing mix", commonly referred to as the 4 P's (product, placement, price and promotion). Marketing mix activities include: letting the consumer know about the product in an attention-getting, convincing and motivating way, getting it to the consumer through the best combination of distribution channels, pricing it effectively, and offering incentives to try, purchase, and re-purchase.

This course focuses on the *decisions* that managers make and the *tools* that they use to support an effective marketing strategy. 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?

COURSE OBJECTIVES

In this course, you will be introduced to the principles underlying these activities and given opportunities to try your hand at analyzing markets and formulating strategy. The more specific objectives are:

- To acquire an understanding of basic marketing concepts.
- To understand the strategic role of marketing.
- To gain an understanding of the elements of the marketing mix and their interaction.
- To identify and address the key decisions facing marketing managers.
- To practice the process of analyzing a marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan.
- To integrate marketing knowledge with other areas in business.

GENERAL INFORMATION

Class Format and Preparation

Class meetings will revolve around lectures, video presentations, case discussions, and exercises. In order to get the most out of class sessions, it is important that you prepare for each class and actively participate in discussions and exercises.

In each class, the lecture and discussion will expand on concepts covered in the assigned reading, explore their implications, and examine how they affect us

professionally and personally. Notes for each lecture will be posted on the class website 9pm of the night before the class meeting *at the latest*. **Keep in mind that all course materials, especially lecture slides are copyrighted, therefore DO NOT share lecture slides without my permission.**

Classroom Etiquette

Out of respect for other students in our class, it is important that each of us focus our full attention on the class, for the entire class period. Please be mindful of the following guidelines:

- Arrive to class **on time**, being certain to leave yourself enough time to get situated before class begins. Although you may believe that no one notices your arrival, some students find latecomers extremely distracting. Once you are in your seat, leave the class only when absolutely necessary. You will be penalized for late arrival or early leave; it will be reflected in your class participation score.
- Do **NOT use your laptop/tablet** and **turn off/silence your cell phone** and any other communication devices. Many HKUST students have mentioned that they are distracted by other students using laptops during class or sending and receiving SMS messages on their cell phones.
- Do NOT eat food during the class time. Some students are sensitive to smell and your yummy food can distract or even disgust other people in the classroom.

GRADE

The grade components and the associated weights are as follow:

1) Best 2 Quizzes	27% each
3) Group Project Report	20%
4) Group Project Presentation	13%
5) In-Class Exercises	10%
6) Research Participation	3%
7) Individual Class Participation	+/- 10%

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. All the students' scores of each quiz will be standardized so that, when it comes to grade, the difficulty levels of the 3 quizzes are made to be equal. The quizzes will mainly consist of objective questions, such as multiple-choice and short answers. Quizzes will be closed-book and closed notes and take less than one hour each. There will typically be no carry over of substantive topics for the quizzes. However, it should be kept in mind that most topics in the course are interrelated; thus, answering questions relating to a particular topic may require some knowledge of topics discussed earlier. Quizzes will be held simultaneously for all three sections. In order to get a convenient time for all students, quizzes have been scheduled in the evening. On the quiz dates, there will be no lectures.

- Quiz #1: Mar 5, 2019 (Tuesday) 19:00-20:00 @ LTB
- Quiz #2: Mar 28, 2019 (Thursday) 19:00-20:00 @ LTB
- Quiz #3: Apr 25, 2019 (Thursday) 19:00-20:00 @LTB

Note 1: 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.

Note 2: The quiz dates have been decided, and they CANNOT be changed! If you have schedule clashes later, it is up to you to resolve the clash and attend the quiz on time.

Group Project:

Students are required to form groups consisting of **5-7 members each** (*I will grant very few exceptions to this rule*). Each group has to submit the group form on the canvas website by **February 26, 9pm**. Please make sure to indicate your **section number** in your email. Then I will assign a group number and seat area to each group. **Group members are required to sit together in the assigned seats in each class.**

Each team will develop a marketing plan for a product or service that they would like to bring to market. The purpose of this assignment is for teams to assess marketing opportunities by analyzing customers, competitors, and their own company ("3 Cs"), identify the strategy ("STP"), and design effective marketing programs by selecting appropriate strategies for pricing, promotion, place, and product ("4 Ps"). To accomplish these goals, the team should become experts on the product or service, the company, and the industry in which it operates. You will find the recommended textbook very helpful when it comes to writing the project report. More detailed instructions will be provided later.

Each group will meet with me twice through the semester—first, before the presentation and second, after the presentation.

Group Project Meeting Day 1: On March 7, each group can schedule 7 minutes to meet with me and show me your preliminary idea for the final group project. The purpose of the meeting is for you to finalize on the group project idea and manage the

progress for the group project. For this meeting, each group should decide on the service or product they want to introduce to the Hong Kong market and have preliminary marketing analysis (i.e., identify customer unmet needs, competition environment, etc.).

Group Project Meeting Day 2: On May 9, each group can schedule 7 minutes to meet with me and get feedback on their group presentation. The purpose of the meeting is to get feedback on their group presentation and revise group report reflecting points raised.

Group 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 12 minutes and a further 5 minutes for a question-answer session. Attendance is mandatory at all presentations, and every group may be required to comment/mark on every presentation (including their **own**).

Group Project Report: All groups will get feedback on their presentations and have time to revise the final group project report. The final report is due on **May 14th, by 11am** (both hard copies & upload on Canvas).

Page Limit for Report: 10 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.

In-Class Group Exercise

The classroom experience is very important in your learning process. In addition to lectures, time will be allocated to in-class group exercises. The nature of the task will vary, but they will all require some sort of discussion about the concept or case, and answering questions. In order to facilitate group 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 (for a valid reason), let me know. **You are not allowed to sit in a different section without my explicit permission**. All members of the same group will receive the same marks for the in-class group exercises.

Typically, for in-class exercise, each group will get some time (anywhere from 3 to 15 mins) to discuss the assignment with one another. Each group will also get an exercise sheet to complete (write answers, and note down thoughts). Afterwards, we will discuss the assignment together as a class. During this time, groups can share their thoughts and participate in the class discussion. At the end of the class, you will turn in the completed group exercise sheet to me or the TA.

The participation quality will be graded on the followings:

- 1) How constructive are the comments made by your group? Your group comments are expected to be understandable to others and make solid logical sense.
- 3) How much positive influence your group brings to the class discussion? Your group is expected inspire others to think and stimulate class discussion.
- 3) How active is your group in terms of participating in class discussions?

Peer Evaluation for Group Members

All group members should contribute roughly equally into the group work. In the past, some groups have run into a situation where one or more group members are not contributing in the group project. To avoid free-riding as much as possible, students are given the option to complete online peer evaluation for group members. If you feel that each member in the group has contributed equally to the group project, you do not need to fill in the peer evaluation form. I will assume that each person has contributed equally unless I received a peer evaluation form that says otherwise. Details on the peer evaluation will be given out later.

Individual 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*, 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 10 extra points. On the other hand, if you serve as a negative influence, through late-coming, talking to your neighbors, missing deadlines, or any other such distracting actions, you may lose up to 10 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 **February 14**. Please download the photo card form from Canvas (look under “Files”) and submit your completed card, *in hard copy* and upload on Canvas website before the due date. *If you happen to add the class after February 14, 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 posted on your course website under “Files” – “Research credit”. (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 (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. 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.

Grade Rebuttals

If you feel that a calculation or judgment error has been made in the grading of a quiz, please write a note describing the error and give it to me **with the original graded document**. If it's a judgment issue, you should also include documentation in support

of your opinion (e.g. a photocopied page from the textbook or lecture ppt with the relevant information highlighted). I will get back to you as quickly as possible with an answer (ideally, by the next class session). Please note that any request for reassessment of a grade usually results in a review of the ENTIRE quiz. This means that if errors are detected in the grading of other sections, they will also be corrected, whether they are in your favor or not. Students have one week from the date an assignment/exam is returned to submit a grade rebuttal—after one week, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any assignment that has not first been submitted as a formal, written rebuttal. If you go through the rebuttal process, but are still unsatisfied with the outcome, you may then make an appointment to see me so that we can discuss the issue further. **There are absolutely no exceptions to this policy.**

MARKETING MANAGEMENT – MARK2120
SCHEDULE

Lecture	Date	Topic	Assignments	Reading
1	Jan 31	Course Introduction & What is Marketing?		Syllabus & Chapter 1
H	Feb 5	NO CLASS: Lunar NY		
H	Feb 7	NO CLASS: Lunar NY		
2	Feb 12	Marketing Analysis: Company		Chapter 2
3	Feb 14	Marketing Analysis: Environment & Information	Photo Card	Ch. 3 & 4
4	Feb 19	Marketing Analysis: Customer I		Chapter 5
5	Feb 21	Marketing Analysis: Customer II		Chapter 5
--	Feb 26	Group Project Work Day #1	Group Formation Due	
--	Feb 28	Group Project Work Day #2	Prepare for group meeting day	
Quiz	Mar 5	Quiz #1 (19:00-20:00) @ LTB		
--	Mar 7	Group Project Meeting Day 1		
6	Mar 12	Marketing Strategy: STP I		Chapter 7
7	Mar 14	Marketing Strategy: STP II		Chapter 7
8	Mar 19	Marketing Strategy: STP III		Chapter 7
9	Mar 21	Marketing Strategy: Branding		
10	Mar 26	Marketing Strategy: Social Responsibility & Ethics		Chapter 20
Quiz	Mar 28	Quiz #2 (19:00-20:00) @LTB		
11	Apr 2	Marketing Mix: Products		Chapter 8
12	Apr 4	Marketing Mix: Pricing		Ch. 10 & 11
13	Apr 9	Marketing Mix: Place		Chapter 12
14	Apr 11	Marketing Mix: Promotion I		Ch. 14 & 15
15	Apr 16	Marketing Mix: Promotion II		Ch. 14 & 15
H	Apr 18	NO CLASS: Spring Break		
H	Apr 23	NO CLASS: Spring Break		
Quiz	Apr 25	Quiz #3 (19:00-20:00) @LTB		
--	Apr 30	Group Project Presentation I		
--	May 2	Group Project Presentation II		
--	May 7	Group Project Presentation III		
--	May 9	Group Project Meeting Day 2		

MARK 2120 READING LIST

- Lecture 1: Course Intro & What is marketing?
 - Read Syllabus carefully and thoroughly!
 - Chapter 1 (pp 28-46 before “The Changing Marketing Landscape” section)
- Lecture 2: Company
 - Chapter 2 (pp 64-73)
- Lecture 3: Environment & Information
 - Chapter 3 (all) & Chapter 4 (all)
- Lectures 4 & 5: Customer
 - Chapter 5 (all)
- Lectures 6 - 8: STP
 - Chapter 7 (pp 212-219 before “Segmenting Business Markets” section)
 - Chapter 7 (pp 221 (from “Market Targeting” section) – 228 (before “Differentiating and Positioning” section)
 - Chapter 7 (pp 228 – 236)
- Lecture 9: Branding
 - No Reading
- Lecture 10: Social Responsibility & Ethics
 - Chapter 20 (all)
- Lecture 11: Products
 - Chapter 8 (pp 244 – 249 before “Product and Service Decisions” section)
- Lecture 12: Pricing
 - Chapter 10: Pricing (pp 308 – 321 before “Organizational Considerations” section)
 - Chapter 11 (pp 332 – 340)
- Lecture 13: Place
 - Chapter 12 (pp 358 – 376 before “Marketing Logistics...” section)
- Lectures 14 & 15: Promotion
 - Chapters 14 (all) & 15 (all)