

Marketing Management

(2013~2014, 2nd Module)

Instructor: Yeujun(Jun) Yoon
Office: C318
Tel: 2603-3050
Email: yoony@phbs.pku.edu.cn

Class meetings: Tue. & Fri. 3:30~5:20 pm

Classroom: C104

Office hours: Thu., 13:00~14:00 pm

TA: Abby 1201213780@sz.pku.edu.cn

I. Course Overview

1. Course Description

This course teaches the rudimentary concepts of marketing management by profiling the decision-making problems a marketing manager faces. The major aim of the course is to introduce classic marketing concepts and make students clearly understand marketing managers' task in real world. Particular emphasis is placed in the course on stimulating critical thinking in various market situations.

Two types of cases (paper and video) are provided each week to your group. Your group must be prepared for discussion for each case. Also, for video case, your group will be asked to present your analysis. Along with group projects, short questions would be given each class and discuss it at the beginning of next class. Each student is expected to answer these questions well. Since learning from class discussion depends heavily upon thorough and lively participation, students are **required to be prepared and contribute actively to our class discussion**. Extra points will be given to whom actively participate class discussion and bring meaningful comments.

2. Course Objective

1. To introduce the essential concepts of marketing management
2. To understand overall process of marketing strategy planning
3. To provide skills to analyze marketing problems in various real market situations

II. Course Materials

1. Required Textbook

"Marketing Management" (13th edition), by William D. Perreault, Jr., Joseph P. Cannon and E. Jerome McCarthy, McGraw-Hill Companies Inc.

2. Reference book

“Marketing Research” by Dvid A. Aaker, V. Kumar, George S. Day, and Robert P. Leone, Wiley (ISBN: 978-0-470-31725-9)

“Marketing Strategy” (5th edition), by O.C. Ferrell & Michael D. Hartline., South-Western CENGAGE Learning.

III. Course Work and Grading

1. Course Assignments

1) *Case Analysis - Paper(4)* : **Group Assignment**. This assignment involves cases we will discuss during the course. All students are required to read the cases and well prepared the class discussion before they come to the class. You are responsible for analyzing the case, updating the information in the case, and preparing discussion. I will lead class discussion based on your preparation. **Teams are randomly assigned by an instructor at the same day when a case is distributed. Your teams are required to submit 1~2 pages summary of your analysis before the class starts.**

2) *Case Analysis – Video (4)* : **Group Assignment**. Like paper case analysis, your team must submit 1~2 pages summary of your analysis before the class starts. However, in addition to the summary, your team **must be prepared for 15 min. presentation** for video case assignment. **Presentation teams are randomly selected** after you submit your team summary: if there are volunteers, I will give the priority to them.

[Presentation Guide]

: Your group will be assigned **maximum 15 min.** for your presentation including **Q&A**. Please keep your time limit carefully in your presentation. I will evaluate your performance based on your **presentation skill** as well as **logic of your analysis** of the case: how to deliver your message efficiently, how to handle comments of other teams, etc. **For a presentation team**, extra point (**up to 5 points**) would be provided to team members based on their performance. For a student who provides **meaningful comments**, extra point (**up to 5 points**) would be given as well.

3) *Final Exam*: there is a comprehensive class-room exam at the end of the semester. The exam will cover the materials we discuss in the class. The review session might be given before the exam according to the course schedule.

2. Grading

	points
Participation*	20
Case Analysis (Paper)	20
Case Analysis (Video)	20
Final Exam	40

* Participation includes both class attendance (10) and participation in class discussion (10)

IV. Class Participation

You are neither expected to have all the right answers in every class nor to dominate every in-class discussion. However, you are required to be prepared and contribute regularly to our class discussion. It is particularly important that your comments fit into and build on previous comments. This requires that we all listen carefully to each other.

Since I may from time to time call on individuals even when their hands are not raised, you should let me know before the start of class if some emergency has made it impossible for you to be prepared adequately for that class. Naturally, there are students who do not feel comfortable contributing verbally in the classroom. We should all try to make the classroom atmosphere as congenial as possible to assist all of our colleagues in the class participation process.

V. Class Room Policies

- **Please display the name card.** My classes are interactive. It is important for me to know who you are.
- **Do not disturb** other classmates with distracting devices such as **cell phones and laptops.**
- Finally, 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.

VI. Class Schedule*

week	Contents	Textbook	Assignment Due**	Case Type
1	- Course description - Introduction of Marketing	Ch1		
2	- Marketing Strategy Planning - Evaluating Opportunity	Ch2, Ch3		
3	- STP Strategy: Segmentation, Targeting, and Positioning	Ch4	<i>Case1</i>	<i>Paper Version1</i>
4	Customer Buying Behavior: Consumer vs. Business Market	Ch5, Ch6, MS-CH6***		
5	- Presentation I	-	<i>Case2</i>	<i>Video Version1</i>
6	Customer Buying Behavior: Consumer vs. Business Market	Ch5, Ch6		
7	Marketing Research, Caused Related Marketing	Ch7, MR-CH5,6,9,13***	<i>Case3</i>	<i>Paper Version2</i>
8	- 4P Strategy: Product	Ch8, Ch9		
9	- Presentation II	-	<i>Case4</i>	<i>Video Version2</i>
10	- 4P Strategy: Product	Ch8, Ch9		
11	- 4P Strategy: Place (Channel Distribution)	Ch10, Ch11, Ch12	<i>Case5</i>	<i>Paper Version3</i>
12	- 4P Strategy: Place (Channel Distribution)	Ch10, Ch11, Ch12		
13	- Presentation III	-	<i>Case6</i>	<i>Video Version3</i>
14	- 4P Strategy: Promotion (Integrated Marketing Communication, IMC)	Ch13,Ch14,Ch15		
15	- 4P Strategy: Promotion (Integrated Marketing Communication, IMC)	Ch13,Ch14,Ch15	<i>Case7</i>	<i>Paper Version4</i>
16	- 4P Strategy: Price	Ch16,Ch17		
17	- 4P Strategy: Price / Review	Ch16,Ch17		
18	- Presentation IV	-	<i>Case8</i>	<i>Video Version4</i>

*This Course schedule is tentative

** Assignment must be submitted before the class starts

*** Reference books, MS = "Marketing Strategy" / MR = "Marketing Research"