

Marketing Management
3rd Module, 2015
Monday & Thursday 1:30-3:20pm, Room 401

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Office hours: Monday & Thursday 3:30 – 5:00 or by appointment

COURSE OVERVIEW

This course is designed to introduce you to the fundamental aspects of marketing: how organizations understand the market as well as customers and use strategies to successfully operate in today's dynamic, competitive environment.

This course is intended to provide those of you who plan to pursue a marketing concentration with a foundation on which to build subsequent marketing courses and work experience. For those of you who plan to pursue other concentrations, this course is intended to help you understand the objectives and typical strategies of marketers with whom you will interact professionally throughout your career.

Specifically, the course objectives are:

- To help you improve your problem-solving and critical thinking skills
- To give you chances to produce high-quality business documents and professionally present your ideas to others
- To get you exposed to real-world cases of international firms and develop a global perspective
- To help you develop your leadership and communication skills through team work

COURSE MATERIAL

TEXTBOOK

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

REFERENCE

Marketing Management, 14/E Philip Kotler Kevin Keller (ISBN-10: 0132102927, ISBN-13: 9780132102926, Prentice Hall, 2012)

CASES

Cases in the textbook and from other sources

NEWS ARTICLES

Recent news from the popular business press will be used throughout the module. The business news articles will give you opportunities to apply conceptual frameworks to current real-world marketing problems. Students are required to read and discuss the articles. News articles will be distributed in class.

COURSE REQUIREMENTS

Your course grade will be determined based on the components listed below. Each component of your grade is explained in greater detail on the following pages:

WEIGHTS ON COURSE REQUIREMENTS	PERCENTAGE
Class Participation + Pop-Up Quizzes	10%
Group Work - Case Analyses	40%
<i>Written Assignments (Case Summary)</i>	<i>20%</i>
<i>Presentation and Discussion</i>	<i>20%</i>
Research Requirement	10%
Mid-Term Exam	20%
Final Exam	20%
Total	100%

CLASS PARTICIPATION

Class participation is an important part of marketing courses. The learning experience of this course depends on you participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the class, and to participate appropriately in the variety of activities in the course – lecture, discussions, group exercises, etc. It is important for your classmates, and me, to know who you are. Be sure to bring your desk name card with you.

Students are required to preview and review course materials. The instructor will have pop-quizzes throughout the module and the quiz scores will be reflected on your participation grade.

Class will begin promptly at the time it is supposed to start. Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your class participation grade. Please note that grades will be reduced for students exhibiting repeated and/or unexcused absenteeism.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual

and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time, and should sit near the door so your departure is not a distraction for others.

GROUP WORK

You will work on case analyses in a small group in this class. For all of the cases, your team must submit 2 ~ 3 pages of summary of the case in the earlier class of the presentation date. For each of the cases, two or three teams will have 15 min. presentations, and another two or three teams will lead class discussion. Teams will be randomly assigned by the instructor, and presenting groups will be determined in class. Although your team is not presenting a case, everyone should be prepared for class discussion.

EXAMS

It is important to understand basic concepts. There will be midterm and final exams. The exams are closed-book and will consist of multiple-choice questions and short essay questions. The exams will include material covered in the class (including cases) as well as in the required assigned readings (e.g., textbook, articles). A missed exam is a serious event. In the event that you must miss the exam, I will schedule one make-up session; this make-up exam may be more difficult than the in-class exam, so I do not recommend that you miss the exam session if at all possible. If you cannot make the make-up session, no further make-up sessions will be scheduled.

Final exam is scheduled on May 4th 1pm. The location will be announced later.

RESEARCH REQUIREMENT

All students in this course are required to participate in research studies for a total 2 hours, or complete an alternative assignment (see below). Students who do not complete this requirement on time will be penalized (10% of your grade). All research participation or assignment submission should be done before the final exam date. The schedule and location of experiments will be announced in class or via CMS.

IMPORTANT: You must satisfy the research requirement by either participating in 2 hours of studies or writing 2 two-page research papers. You can participate in one experiment and submit one research paper. Research studies will be posted at different times throughout the module. If you wish to cancel your participation in a study, please contact the researcher/research assistant at least 24 hours before the study. If you fail to cancel your participation or do not show up in the study, you may be prevented from signing up for further experiments and must do the alternative assignment.

ALTERNATIVE ASSIGNMENT: If you prefer not to participate in research projects, you must substitute 2 two-page papers, each critically evaluating marketing research papers (published at *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, or *Journal of Consumer Behavior*) and generating your own research ideas. Papers should be submitted to the instructor before the final exam.

ACADEMIC INTEGRITY AND DISHONESTY

All work on examinations is expected to be done honestly and independent of the work of other students. On the exams, for example, I will expect that you will not (a) cheat (e.g., look at another student's exam, use notes or other aids besides the knowledge stored in your brain), (b) engage in conduct that may lead to the suspicion of cheating (e.g., looking in the direction of another student's exam, opening your book bag, playing on your cell phone or palm pilot), or (c) engage in conduct that aids others in cheating. Please note that the exams are not your property. They must be turned in as you leave the room. All work you submit in this class is assumed to be your own, original work. I will pursue any misrepresentation of work, plagiarism, cheating, photocopying, and turning in unofficial documentation etc. to the extent allowed by the school. If you believe any of the policies outlined in this document are unfair, come to the professor within the first two weeks of class to express your concern.

MISCELLANEOUS (BUT IMPORTANT)

NO LATE WORK WILL BE ACCEPTED

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

CLASS ROOM POLICIES

Do not disturb other classmates with distracting devices such as cell phones and laptops. 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.

SPECIAL ACCOMMODATIONS

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.

NOTE

The information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

CLASS SCHEDULE

WEEKS	TOPICS	READINGS	CASE PRESENTATIONS
1	Introduction of Marketing Management Marketing Strategy Planning	Chapters 1 & 2	
	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	
2	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	
	Customer Buying Behavior	Chapter 5	
3	Consumer vs. Business Market	Chapter 6	Case 1
	Marketing Information/ Marketing Research	Chapter 7	
4	4P Strategy: Product	Chapters 8 & 9	Case 2
	4P Strategy: Product	Chapters 8 & 9	
5	Mid-term exam		
	4P Strategy: Place (Channel Distribution)	Chapters 10, 11 & 12	
6	4P Strategy: Place (Channel Distribution)	Chapters 10, 11 & 12	Case 3
	4P Strategy: Promotion	Chapters 13, 14 & 15	
7	4P Strategy: Promotion	Chapters 13, 14 & 15	Case 4
	4P Strategy: Promotion	Chapters 13, 14 & 15	
8	4P Strategy: Price	Chapters 16 & 17	Case 5
	4P Strategy: Price	Chapters 16 & 17	
9	Ethical Marketing	Chapter 18	
	Ethical Marketing & Current Marketing Issues	Chapter 18	Case 6

Note: Tomb Sweeping Day, the class on Apr.6th (Monday) moves to Apr.8th (Wednesday)

CASE ASSIGNMENTS

WEEKS	CASES	RELEVANT TOPICS	NOTE
3	Case 1 Invacare (pp. 540 – 542)	<ul style="list-style-type: none">• Market opportunities• Marketing strategy• Consumer buying behavior	
4	Case 2: Nintendo	<ul style="list-style-type: none">• Market segmentation• Product development	Refer to: pp. 86 – 87 http://www.nytimes.com/2010/12/03/technology/personaltech/03KINECT.html
6	Case 3: Toyota Prius (pp. 531 – 533)	<ul style="list-style-type: none">• Marketing strategy• Product development	
7	Case 4: Bass Pro Shops (pp. 530 – 531)	<ul style="list-style-type: none">• Place strategy	
8	Case 5: GEICO	<ul style="list-style-type: none">• Promotion strategy	Refer to: pp. 320 – 321 http://www.nytimes.com/2003/08/08/business/media-business-advertising-geico-lightens-up-successful-campaign-while-trying.html
9	Case 6: Potbelly Sandwich (pp. 533 – 534)	<ul style="list-style-type: none">• Ethical marketing• CSR	