



## **Fu Jen Catholic University**

# **MKET 301 Marketing Management**

## **Summer 2019**

**Class hours:** Monday through Thursday, 2 hours each day

**Review and Discussion:** Friday, 2 hours

**Office hours:** Thursday/Friday, 1 hour or by appointment

**Field trip:** According to Professors' teaching plan

**Credit:** 3

**Total contact hours:** 54 hours

**Instructor:** Yunshan Lian

### **Course Description**

This course examines the key elements of marketing, the opportunities and the challenges of operating in a rapidly changing global marketplace. This course will cover topics such as the cultural environment in which marketers operate information systems and market research, product management and product development, segmentation, positioning, promotion, pricing, and distribution. Lastly, this course will focus on practical decision making within a socially responsible and ethical framework.

### **Learning Objectives**

At the end of the semester, students should be able to:

- Analyze various marketing situations and understand how marketing managers use marketing tools to gain competitive advantage within a socially responsible and ethical environment.
- Apply market segmentation and targeting in order to drive success of the firm including marketing interacting with other functional areas.
- Determine the best way to identify customer needs and wants in order to use them as the foundation for high quality marketing decision-making.
- Apply the processes and techniques used in marketing decision-making as they relate to the successful implementation of an organization's marketing strategy.
- Determine the best branding to use based on product, market, customer.
- Design an integrated marketing communications strategy as it relates to successful marketing.



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- Understand when to use advertising, public relations, promotion, personal selling, and direct marketing as appropriate to various marketing situations.
  - Analyze marketing situations and requirements based on the dynamics of marketing in the global environment.
  - Design marketing plans and activities given the many different cultural issues when marketing in a foreign country.
  - Demonstrate and improve your oral and written marketing skills.

### **Required Materials**

Harvard Cases/Articles for Background Reading, Articles, Exercises, Cases, and Class Sessions – Buy course pack at <http://cb.hbsp.harvard.edu/cbmp/access/73554005>.

### **Structure of the Course**

#### *Lectures and Discussions*

I plan to lecture while spending the majority of our class time discussing the questions and cases that are in our text in open and free flowing discussions about them, along with additional supplemental materials that I will provide from time to time. The time we spend in class is precious, and I would rather not ‘waste’ it going through the readings in the book, except to the extent that I will go over the concepts you should be understanding from each chapter and answer any outstanding questions you have from your readings. Marketing is not hard to learn, but it is hard to practice. Ideally, I would like to use this valuable resource to tap into the many thoughts and opinions of your fellow students, including their (and your own) unique perspectives on what they have read. I think this is the best use of both of our time, and will maximize learning.

#### *Case Studies*

Case studies will help reinforce the marketing mix variables and give you an opportunity to develop your analytical skills. You should be prepared to present and defend your recommendations, as well as challenge your classmates’ recommendations.

#### *Written and Oral Communication*

I am a big believer that the better and more professionally you communicate the better the results, and the further you will get, in your marketing and sales and business career. So I plan to provide you with several opportunities to generate written materials, presentation materials, and to present to your fellow students and me, using outlines, templates and other documents that I will provide.

### **Expectations and Policies**

As an instructor of a college course and a 25-year professional in the field of marketing, I treat teaching and my other obligations to you and the rest of the class as I would any serious professional arrangement. I expect the same from any student learning to become a business professional and expecting to successfully complete this course. This includes:

- Being prepared for each class including reading any assigned material before class.



- Being to class on time.
- Being attentive and participating in class discussions.
- Being dependable to fellow classmates and the instructor.
- Only use electronic devices in class when directed by me.

#### *Class Attendance and Participation*

Class attendance is very important. Class participation will be evaluated based on demonstrating you have read any assigned materials prior to class and have prepared any assigned cases or discussion questions. The quality of your participation in discussions will also count toward your participation grade.

#### *Personal Electronics*

In order that your attention not be divided and everyone give proper respect to whomever is speaking in class at the time, I would ask that you only use your electronic devices in class when directed by me (or step outside of class if there is some type of emergency or other need to use them).

#### *Team Assignment Responsibility*

All team assignments should represent relatively equal inputs of all members and the final product should reflect the work of all participants. All members of a team will provide confidential feedback as to the contribution of each team member.

#### *Academic Integrity*

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. The University expects that all students will complete all academic assignments with fairness and honesty. Students must recognize that failure to follow rules and guidelines may constitute academic misconduct.

Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and/or possession of unauthorized materials during an examination.

If I suspect that a student has committed academic misconduct in this course, I am obligated to report it. If it is determined that you have committed academic misconduct, the sanctions could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

### **Evaluation**

While maximum learning about marketing is the goal of this course, the ability to DEMONSTRATE that learning is the basis for how you will be evaluated. You can demonstrate that learning in 5 ways this semester to earn up to 1600 points (except where noted all assignments are due by 12 midnight on the due date; late submissions can only receive up to 50% credit):

#### *Class Participation*

You can earn up to 400 points for Class Participation. Given the many important discussions and cases that we will be doing during class time, including debating and learning from others opinions and thoughts, if you are absent from class



or use your personal electronics for non-class purposes during class time more than one time (without a valid excuse or some type of prearrangement), your class participation grade will be greatly impacted for the semester.

Class Participation will be graded using the following Rubric:

Attendance	0 Points More than 1 unexcused absence	100 Points Had 1 unexcused absence	150 Points No unexcused absences
Participation	0 Points Rarely participates	50 Points Sporadically participates	100 Points Regularly participates
Quality	0 Points No comments or comments off base	25 Points Comments contributed to the discussions	50 Points Comments propelled discussions forward

#### *Case Presentations*

You can earn up to 100 points by preparing and presenting one of the cases listed in the syllabus this semester. The presentation need only last a few minutes and cover the salient facts and issues from the chapter that are represented in the case, with a tie back to the chapter teachings, and your recommendations on what to do. Then with my help (and a Class Presenter that I will designate during class), we will lead the class in a discussion about that case and the pros and cons of your approach and others that are offered from your classmates. During the first week of the semester, please sign up for the case that you want to present (Marketing is a job that requires you to analyze situations and present your recommendations in a group setting to others, so it is critical for your success in Marketing and Business overall to develop and practice those skills). The Class Presenter can earn up to 100 points for their analysis.

#### *Quizzes*

You can earn up to 400 points from quizzes given on Thursday each week to ensure that everyone is staying up with the reading, and so we can have high quality discussions in class. Each quiz will be 30 questions in 60 minutes, and you can use one page of study notes during the quiz.

#### *Group Marketing Plan*

You can work with your group to earn up to 200 points by assuming the role of a marketing manager at a company you select, picking one of their products to market, and creating a write up of your marketing plan for that product (containing information on the company, product, target market, competition, your recommendations, etc. based on the outline on page 57 of the textbook). I will ask

your group to submit your idea proposing the company and product/service you have selected for review (so I can ensure that it is appropriate in subject and scope). The full marketing plan will be due at the end of the semester.

#### *Final Exam*



There will be a comprehensive final exam based on the reading assignments on the last day of the course. This exam will be worth 400 points.

#### *Course Grades*

The grading system is as follows: A is superior, B is very good, C is average, D is inferior, and F is failure.

To get an A is unusual since it means you must outperform the vast majority of the others in class. That means meeting all of the Syllabus requirements for being on time and ready for class each day and getting almost all of the points that are available to you. But you also have to be a very polished, professional Marketing person who can demonstrate your mastery of the concepts of Marketing.

To get a B, you must do above average work in meeting the Syllabus requirements for being on time and ready for each class day, while earning a very large percentage of the points that are available to you. You must be a polished, professional Marketing person who can demonstrate your abilities in all class activities.

To get a C, you must do average work and earn most of the points that are available to you. You must show that you can be a marketer in most of the activities we are doing in the class throughout the semester.

To get a D, you will have shown me that you are not grasping the concepts behind Marketing, are not acting in a professional manner, and are earning a little more than half or less of the points that are available to you.

To get an F, you will have shown me that you are not grasping the concepts behind Marketing and are not acting in a professional manner. Any plagiarism will receive an automatic 'F' grade.

#### Grading Standard

Grade	Percent	GPA
80 to 100	A	4
70 to 79	B	3
60 to 69	C	2
50 to 59	D	1
49 and below	E	0

I welcome discussions about any grading mistakes that you think I might have made, why you are receiving the grades you are receiving, any perceived inequity that you might feel is occurring, and generally any concerns you have about how you are doing in class; however, I don't negotiate grades.



**Tentative Schedule/Class Assignments—ALL ASSIGNMENTS TO BE SUBMITTED ON BLACKBOARD EXCEPT WHERE NOTED**

<b>Week beginning</b>	<b>Topic</b>	<b>Assignments</b>
<b>Monday, Jul 8<sup>th</sup></b>	Framework for Marketing Strategy Formulation; Making Your Marketing Strategy Work	- <i>Marketing Reading: Framework for Marketing Formulation</i> Core Curriculum - <i>Making Your Marketing Work</i> Article
<b>Tuesday, Jul 9<sup>th</sup></b>	Marketing Intelligence	- <i>Marketing Reading: Marketing Intelligence</i> Core Curriculum - <i>Analyzing Customer Perceptions</i> Article - <i>Online Tutorial: Market Sizing</i> Online Exercise - <i>Should You Listen to The Customer?</i> Article
<b>Wednesday, Jul 10<sup>th</sup></b>	Creating Customer Value	- <i>Marketing Reading: Creating Customer Value</i> Core Curriculum - <i>Customer Centric Pricing: The Surprising Secret for Profitability</i> Article - <i>Starbucks: Delivering Customer Service</i> Case Presentation and Discussion
<b>Thursday, Jul 11<sup>th</sup></b>	Customer Centricity and Customer Management	- <i>Marketing Reading: Customer Centricity</i> Core Curriculum - <i>Marketing Reading: Customer Management</i> Core Curriculum -Quiz 1 on Week 1 Curriculum
<b>Friday, Jul 12<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 15<sup>th</sup></b>	Consumer Behavior and the Buying Process	- <i>Marketing Reading: Consumer Behavior and the Buying Process</i> Core Curriculum - <i>Eager Sellers and Stony Buyers: Understanding the Psychology of New-Product Adoption</i> Article - <i>Lululemon Athletica</i> Case Presentation and Discussion
<b>Tuesday, Jul 16<sup>th</sup></b>	Business to Business Marketing	- <i>Marketing Reading: Business-to-Business Marketing</i> Core Curriculum - <i>Building Loyalty in Business Markets</i> Article - <i>Cherries With Charm: Turkey's Alara Agri</i> Case Presentation and Discussion
<b>Wednesday, Jul 17<sup>th</sup></b>	Business to Business Marketing (continued)	- <i>Spend A Day in the Life of Your Customers</i> Article - <i>IBM: Ordering Midrange Computers in Europe</i> Case



		Presentation and Discussion
<b>Thursday, Jul 18<sup>th</sup></b>	Segmentation and Targeting	- <i>Marketing Reading: Segmentation and Targeting</i> Core Curriculum - <i>Product Team Cialis: Getting Ready to Market</i> Case Presentation and Discussion -Quiz 2 on Week 2 Curriculum
<b>Friday, Jul 19<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 22<sup>nd</sup></b>	Brands and Brand Equity	- <i>Marketing Reading: Brands and Brand Equity</i> Core Curriculum - <i>Dove: Evolution of a Brand</i> Case Presentation and Discussion
<b>Tuesday, Jul 23<sup>rd</sup></b>	Market Positioning	- <i>Marketing Exercise: The Positioning Game</i> Online Simulation - <i>Taj Hotels, Resorts and Palaces</i> Case Presentation and Discussion -Group Marketing Plan idea due
<b>Wednesday, Jul 24<sup>th</sup></b>	Pricing Strategies	- <i>Marketing Reading: Pricing Strategy</i> Core Curriculum - <i>Atlantic Computer: A Bundle of Pricing Options</i> Case Presentation and Discussion
<b>Thursday, Jul 25<sup>th</sup></b>	Managing Channels of Distribution	- <i>Marketing Reading: Developing and Managing Channels of Distribution</i> Core Curriculum - <i>Cisco Systems: Managing the Go-to-Market Evolution</i> Case Presentation and Discussion -Quiz 3 on Week 3 Curriculum
<b>Friday, Jul 26<sup>th</sup></b>	Review and Discussion	-Review and Discussion
<b>Monday, Jul 29<sup>th</sup></b>	Marketing Communications	- <i>Marketing Reading: Marketing Communications</i> Core Curriculum - <i>Red Bull</i> Case Presentation and Discussion
<b>Tuesday, Jul 30<sup>th</sup></b>	Marketing Communications (continued)	- <i>Advertising Analytics 2.0</i> Article - <i>JWT China: Advertising For The New Chinese Consumer</i> Case Presentation and Discussion
<b>Wednesday, Jul 31<sup>st</sup></b>	Digital Marketing	- <i>Marketing Reading: Digital Marketing</i> Core Curriculum - <i>Social Spending: Managing The Social Media Mix</i> Article - <i>Maersk Line: B2B Social Media - "It's Communication, Not Marketing"</i> Case Presentation and Discussion
<b>Thursday, Aug 1<sup>st</sup></b>	Digital Marketing (continued)	- <i>Using Social Media in The B2B Context</i> Article



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		<i>-Sephora Direct: Investing In Social Media, Video, And Mobile Case Presentation and Discussion</i> <i>-Quiz 4 on Week 4 Curriculum</i>
<b>Friday, Aug 2<sup>nd</sup></b>	Review and Discussion	<i>-Review and Discussion</i>
<b>Monday, Aug 5<sup>th</sup></b>	Sales and Selling	<i>-Marketing Reading: Sales Force Design and Management Core Curriculum</i> <i>-Personal Selling and Sales Management Note</i> <i>-Avaya (A) Case Presentation and Discussion</i>
<b>Tuesday, Aug 6<sup>th</sup></b>	Global Marketing	<i>-Marketing Reading: Global Marketing Core Curriculum</i> <i>-L'Oreal: Global Brand, Local Knowledge Case Presentation and Discussion</i>
<b>Wednesday, Aug 7<sup>th</sup></b>	Global Marketing (continued)	<i>-Colgate Max Fresh: Global Brand Roll-Out Case Presentation and Discussion</i> <i>-Samsung Electronics Co.: Global Marketing Operations Case Presentation and Discussion</i>
<b>Thursday, Aug 8<sup>th</sup></b>	Final Exam	<i>-Final Exam</i>
<b>Friday, Aug 9<sup>th</sup></b>	Group Market Plans	<i>-Group Mktg Plans due</i>