

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
School of Business

BUSI 1004 C, D, & E - Marketing
Semester 1, 2008-09

BUSI 1004 C (FBE) :	Tuesday	9:30 a.m. – 11:20 a.m.	&	Thursday	9:30 a.m. – 10: 20 a.m.
BUSI 1004 D (FBE) :	Tuesday	11:40 a.m. – 12:30 p.m.	&	Thursday	10:40 a.m. – 12: 30 p.m.
BUSI 1004 E (Non-FBE):	Wednesday	11:40 a.m. – 12:30 p.m.	&	Friday	10:40 a.m. – 12: 30 p.m.

Instructor:	Ms. Yin-Mei Ng
Email	ymng@business.hku.hk
Office	Room 729P, Meng Wah Complex
Phone	2859-1013
Office Hours	By appointment

Course Description

The focus of this introductory marketing course is to help students understand the underlying process of how organizations manage marketing by discussing the changing marketplace and buyer needs, exploring marketing opportunities, discussing key marketing strategy decisions to gain competitive advantage, and exploring how the tactical marketing tools (4Ps) support the strategies.

Course Objectives

- To understand the underlying marketing process and the dynamics in the marketplace and buyer needs
- To develop abilities to analyze marketing situations and make decisions on marketing strategies and program
- To develop skills on communication, presentation, teamwork, and analytical and critical thinking

Required Textbook

Philip Kotler & Gary Armstrong, *Principles of Marketing* 12th ed. (Person International Edition), 2008, Prentice Hall.

Course Delivery

This class adopts an interactive approach and the delivery format consists of lectures, case/video, and class exercises/activities. Marketing analyses and applications will be integrated in group and class discussions. Students' pre-class preparation, in-class group discussion, and out-of-class group project preparation are important for obtaining the positive learning results in this course.

Assessment

Group Work:

- | | |
|---|-----|
| ▪ Group Marketing Plan Written Proposal | 15% |
| ▪ Group Marketing Plan Presentation | 25% |
| ▪ Group Application | 10% |

Individual Work:

- | | |
|---|------------|
| ▪ Class Participation & In-Class Contribution | 10% |
| ▪ Final Exam | <u>40%</u> |
| | 100% |

Group Work

- Team work is an important element to a marketing professional and a marketing student in this course as well. The objectives of group work are to promote active learning, develop communication, presentation, teamwork skills, and create a sense of community.

Group Membership Form

- Form a group of 6-8 members (depending on the class size). Students can form groups of their own choices.

- Each group submits one group membership form with *photos* and *a company selected* as your group's client for the group marketing plan project for your lecturer's approval.

Group Marketing Plan Project

- Group marketing plan project is to provide an opportunity for students to go through the steps of the marketing planning process from the perspective of a marketing manager/consultant and integrate the learned marketing concepts and skills in an applied business situations.
- This group project consists of two components:
 - (1) a group written proposal
 - (2) a group presentation + Q&A session
- Non-presenting students are expected to attend all group marketing plan presentations. Each student will be randomly assigned to evaluate the performance of a presentation group.
- Each group member is required to submit a peer evaluation form at the end of the semester. The group's overall peer evaluation results will be used as one of the references for determining an individual student's total score of group project.

Group Application

- Each group will be responsible for one group presentation/exercise on a specific marketing topic.
- Details will be announced in class.

Class Participation & In-class Contribution

- Attendance is a necessary condition for participation. All students in this class are expected to arrive all classes on time and have full attendance.
- Students are expected to have full preparation, active participation, and positive interactions in group and class discussions.
- Pop-up class work will be given in class without advanced notice and no make-up will be provided.

Final Examination

- The examination is cumulative and closed book. Students are responsible for all the materials covered in the course.

Course Policies

- Academic dishonesty including plagiarism, cheating, and other misconduct will not be tolerated.
- All assignments are required to submit by the deadline.

Course WebCT

- Students are expected to visit the course WebCT *before* each class meeting for student handouts, homework exercises, supplementary readings, and class announcements if provided.
- Details of the course syllabus and group work (guidelines and schedules) will be posted on the course WebCT.

Course Outline –

BUSI 1004 C, D, & E - Marketing
(Semester 1, 2008-2009)

Week	Topic	Pre-class Reading / Group Task Due
1	Introduction to Marketing Marketing Concepts and Process	Ch. 1 Ch. 8 (p. 204-209)
2	Marketing Planning Marketing Environment	Ch. 2 & Appendix 1 Ch. 3 Ch. 18 (p. 478-486) <u>Group Membership Form</u> (including your company choice) due by <i>Friday 3:00 p.m.</i> (Assignment Box)
3	Marketing Research	Ch. 4
4	Consumer & Business Markets	Ch. 5 Ch. 6
5	Market Segmentation, Targeting, and Positioning	Ch. 7 Ch. 18 (p. 486 – 500)
6	Product, Services, & Branding Strategies	Ch. 8
Reading Week (Students are advised to work on group marketing plan project.)		
7	New Product Development & Product Life-Cycle Strategies Pricing	Ch. 9 Ch. 10 & 11 <u>Group Marketing Plan Written Proposal</u> due by <i>Friday 3:00 p.m.</i> (Assignment Box)
8	Integrated Marketing Communications	Ch. 14, 15, 16, & 17
9	Marketing Channels Global Marketing	Ch. 12 & 13 Ch. 19
10	Group Marketing Project Presentations	
11	Group Marketing Project Presentations	<u>Peer Evaluation Form</u> due by <i>Friday 3:00 p.m.</i> (Assignment Box)
12	Marketing Ethics & Social Responsibility	Ch. 20

The above information is subject to change and any revision of the course will be announced in class and posted on the course WebCT.

