

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business
BUSI 1004H&M Marketing
2008-2009 second Semester**

I. Information on Instructor

Instructor: Mr. Baniel Cheung
Email: banielcheung@business.hku.hk
Office: 7/F, Meng Wah Complex
Consultation times: Tue and Thurs by appointment

Textbook: Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, and David Tse, *Principles of Marketing: An Asian Perspective*, (2005), Prentice Hall

Additional teaching materials including powerpoint notes, case studies and practical marketing plans will also be distributed throughout the lectures.

II. Course Description and Objectives

The course introduces the basic concepts and principles of marketing management, with practical case studies and applications of the real-world examples to assist the learning process. The topics to be covered include global marketing environment, marketing research and information, consumer and business buyer behavior, market segmentation, target marketing and positioning, marketing mix of 4Ps. In addition to the traditional marketing techniques, an introduction to the topic of Internet marketing will also be covered in the course.

Course objectives

- To understand the roles of marketing function in an organization.
- To realize the importance of marketing discipline through topics such as consumer behavior, marketing research, product development and promotion planning.
- To understand the influences of external and internal environments have upon firms.
- To acquire the knowledge and skills in developing practical marketing strategies.
- To identify the advantages and disadvantages of various marketing techniques when applying in the practical marketing world.

III. Learning Outcomes

- To develop students' capability in applying the marketing concepts and techniques in practical scenarios in the market.
- To provide the opportunity for students to work as a "marketing team" to solve practical marketing problems and develop corresponding marketing strategies.
- To require students' thorough understanding of the basic marketing concepts and principles learned throughout the whole course.
- To develop students' written and verbal communication skills, as well as their presentation and teamwork skills.

IV. Alignment of Program and Course Outcomes

Program Learning Outcome	Course Learning Outcome
Enhance the marketing knowledge of students	Understand marketing concepts and principles
Allow students to understand the linkage between academic theories and practical applications in the real-world	Apply marketing concepts and techniques in practical scenarios
Facilitate students to develop the necessary skills to work under a practical group environment	Team work skills
Equip students with necessary business skills in written and verbal communication	Written and verbal communication skills
Advance students' capability in presentation preparation and management	Presentation skills

V. Teaching and Learning Activities

This course is conducted with an integration of short lecture, small group discussion, print/video case analysis and in-class discussion. Practical industry applications will be covered throughout the whole course.

A. Group Work

- | | |
|---|-----|
| 1. Group Presentation – Case Analysis | 15% |
| 2. Group Written Project – Marketing Plan | 35% |

B. Individual Work

- | | |
|--|-----|
| 1. In-Class Participation and Discussion | 15% |
| 2. Final Examination | 35% |

Total: **100%**

A. Group Work:

The course requires students to work effectively in a team (6-8 persons) to manage the process of preparing the group projects. The exercise is partially designed to enable the individuals within the team to develop and demonstrate their interpersonal, personal leadership, negotiation, and organizational skills in addition to their academic qualities.

The group will be formed during week 3, and each group needs to submit a sheet including the UID and full name of each group member.

1. Group Presentation - Case Analysis

Each group will be required to make a **presentation of 25 minutes** relating to **one allocated presentation topic** for **a company chosen from the company list** (will be provided by lecturer in week 3).

There are 3 presentation topics available (listed below), and students are required to pick one particular topic for their presentation.

They need to source information outside the textbook for the selected company in order to show how the theory relates to the 'real world'. Note that the Group Presentation Assessment Guideline will also help to establish which areas to focus upon. The groups will be assessed on these criteria, and so need to

incorporate them into the presentation. The groups should also note that they will need to submit to the lecturer a PPT copy of your presentation before the presentation conducted.

Although this is a group effort, the lecturer reserves the right to award marks to individual students during the presentation.

The group presentation will be conducted during weeks 12-13. The group size should be around 6-8 persons, and if exceeding this limit, students need to consult the lecturer for special approval.

Any group meeting times and attendance should be recorded to support peer appeals against group members. A mark of ZERO (0) will be awarded to any student who does not participate and does not have a medical certificate.

Presentation Topics

Each group needs to select **only one presentation topic** from the below three topics, and the presentation is based on that particular one. This approach will help to ensure consistency of learning, as well as to show how all the core elements of marketing are inter-related together.

Topic 1

- Describe the product, and explain who its competitors are and what market or industry it operates within.
- Discuss the firms and industries that make up the forces of the microenvironment for the product.
- List the key trends and factors that make up the macro-environment for the product.
- Describe the buying process consumers may go through in purchasing the product.

Topic 2

- Identify the various market segments for the product, and describe each segment in terms of their demographic, psychographic, behavioural and geographic characteristics.
- Draw a perceptual map to describe how the product is currently positioned in the marketplace relative to its competitors.
- Describe the core, actual and augmented elements of the product.
- Study the brand name for the product and discuss why you think the firm chose this brand name. Do you think it is appropriate?

Topic 3

- Does the product apply any the following types of pricing strategies: optional, captive, product bundling (or any others) pricing strategies?
- Identify the marketing distribution channel system currently used by the product with the elaboration of the types of wholesalers and / or retailers used.
- Does the product currently distributed on an intensive, selective or exclusive basis? What changes you suggest can be made to its market coverage strategy?
- Evaluate its current integrated marketing communication program and describe the predominant target audience of these communications.

2. Group Written Project – Marketing Plan

This is a practical project designed to broaden students' understanding of marketing through the application of key concepts and principles. Merely revisiting the principles described in the textbook is insufficient and as such the student are required to seek information for this project from additional sources.

This assessment involves students to act as **the Marketing Director of a selected company** (selected company will be given by lecturer in week 3). Being a senior management person of this company, students are now **required to enter one selected Asia market for the firm, and need to develop appropriate marketing strategies to make the presence being successful there.**

Your group will represent as their Marketing Director and develops a Marketing Plan for the coming 3 years (see The Marketing Plan – Format and important inclusions below).

The majority of marks come from the analysis of current market, and recommendation of the concerning target market and marketing mix planning. The Group Written Report Assessment Guideline will show how the marks will be awarded.

The Marketing Plan should be **no more than 30 pages in length (1.5 line spacing and Times New Roman font size 12)**. Submission will be rejected if longer than this length (**this 30 pages does not include appendix**). The Marketing Plan should also contain at least **10 supporting references** from relevant books, journals and / or magazines.

This is a true reflection of a workplace environment where people must work together. In situations where there is group conflict, try to take active steps to correct it before submission.

Where conflict CANNOT be resolved within a group, then group members in consultation with their lecturer will determine the marks allocation for each member to ensure that individuals within groups receive marks in line with their contribution. Marks will be adjusted if there is group consensus that a member DID NOT CONTRIBUTE EQUALLY. This will only be considered when there is a RECORD of meetings, attendance at meetings, medical certificates and dates when documents were submitted by each group member as evidence of contribution.

The group size should be around 6-8 persons, and if exceeding this limit, you need to consult the lecturer for special approval.

Please note that projects are due by Week 11. Late assignments will have a 5% deduction each weekday that it is late and a 20% over a weekend. **Submit the marketing plan to the lecturer on-time at the 7/F Meng Wah Complex's Pigeon Hole or during lecture time.**

B. Individual Work:

1. In-Class Participation and Discussion

Students are required to participate in class discussions and exercises. They are required to read the relevant chapters before each lecture to maximize their understanding of the marketing concepts and applications. In order to achieve a good mark for this part, they need to demonstrate high level of participation in all in-class discussions throughout the semester. Questions will be asked based on case studies and class discussion topics, and each student's active participation by showing interest and giving his/her arguments is expected.

2. Final Examination

The final examination will be a 2 hours' exam covering short essay format's questions that will test the students with their full understanding of the concepts and principles learnt throughout the course. The format and sample of the final examination will be provided to students during the lecture of Week 12 or 13.

VI. Assessment

Learning outcome	Teaching and learning activity	Assessment
Understand marketing concepts and principles	Teaching Marketing theories	Final exam
Apply marketing concepts and techniques in practical scenarios	Discussing case studies and scenario analysis	Group presentation, group written report and class participation,
Team work skills	Group work / discussion	Group presentation and group written report
Written and verbal communication skills	Group work / discussion	Group presentation, group written report, class participation and final exam
Presentation skills	Group work / discussion	Group presentation and class participation

VII. Standards for Assessment

A. Group Presentation Assessment Guideline

		Poor					Excellent				
1.	Theoretical Concept and Application										
	Comprehensive & practical answers to questions provided with relevant theoretical concepts applied	2	4	6	8	10	12	14	16	18	20
	Linkage of concepts and applications	1	2	3	4	5	6	7	8	9	10
	Begins with a precise introduction	1		2		3		4		5	
	Concise conclusion to the topic	1		2		3		4		5	
	Ability to answer questions raised during and after presentation	1	2	3	4	5	6	7	8	9	10
		Mark					/50				
2.	Research and Resource										
	Degree of research conducted (i.e. textbook, company's information, etc.)	1	2	3	4	5	6	7	8	9	10
	Strong application of visual aids	1		2		3		4		5	
	PPT submitted with high quality	1	2	3	4	5	6	7	8	9	10
		Mark					/25				
3.	Presentation and Communication										
	Team work with facilitation of class discussion	1	2	3	4	5	6	7	8	9	10
	Confidence, interest and enthusiasm of presenters	1		2		3		4		5	
	Verbal communications	1		2		3		4		5	
	Non-verbal communications	1		2		3		4		5	
		Mark					/25				
	Total Presentation Mark						/100				

B. Group Written Report Assessment Guideline

	Mark Awarded	Total
1. Executive Summary	5%	/5
2. Situation Analysis		/30
Company History	5%	
Marketing Environment	5%	
Product Evaluation	5%	
Consumer Evaluation	10%	
Competitor Analysis	5%	
3. Marketing Objectives	5%	/5

4. Marketing Strategies			
Target Markets	10%		
Product Strategies	10%		
Pricing Strategies	10%		
Distribution Strategies	10%		
Promotion Strategies	10%		/50
6. Others			
Degree of research conducted			
Referencing			
Presentation and layout	10%		
Written/word expression			/10
Total Report Mark			
			/100

VIII. Academic Conduct

Class Conduct

Respect your instructors and your fellow students. Be considerate to others.

Students are required to attend all classes on time. If you have to leave the class early, please inform the instructor before the class begins. Please sit near the door and exit quietly. If you fail to inform the instructor before you leave, no credit will be given for your class attendance.

Please observe the following class rules when the class is in session:

- Do not talk to your fellow students
- Do not read newspaper or magazine
- Do not use your hand phone (please turn off your hand phone and beeper)
- Do not eat or drink in class
- Do not leave the class without permission

Any violation of these class rules will be subject to point reduction of their individual participation mark and possible dismissal from the class.

Academic Dishonesty

The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

1. Plagiarism - The representation of someone else's ideas as if they are one's own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one's own work. Paraphrasing of someone else's ideas is still using someone else's ideas, and must be **acknowledged**.
2. Unauthorized Collaboration on Out-of-Class Projects - The representation of work as **solely** one's own when in fact it is the result of a joint effort.
3. Unauthorized Advance Access to an Exam - The representation of materials prepared at leisure, as a result of unauthorized advance access (however obtained), as if it were prepared under the rigors of the exam setting. This misrepresentation is dishonest in itself even if there are not compounding factors, such as unauthorized uses of books or notes.

Where a candidate for a degree or other award uses the work of another person or persons without due acknowledgement:

1. The relevant Board of Examiners may impose a penalty in relation to the seriousness of the offence;
2. The relevant Board of Examiners may report the candidate to the Senate, where there is *prima facie* evidence of an intention to deceive and where sanctions beyond those in (1) might be invoked.

IX. Course Schedule

Week	Topics	Pre-Reading (Textbook)	Tasks Due Date
1	Marketing Concepts and Planning	Ch. 1 & 2	
2	Handling Customer Relationship and Internet Opportunities	Ch. 2 & 3	
3	Marketing Environment and Marketing Research	Ch. 4 & 5	
4	Consumer Markets and Buyer Behaviour	Ch. 6	
5	Business Markets and Buyer Behaviour	Ch. 7	
6	Segmentation, Targeting and Positioning	Ch. 8	
7	Product Strategy and New Product Development	Ch. 9 & 10	
8	Pricing Strategy	Ch. 11 & 12	
9	Marketing Channels and Distribution	Ch. 13 & 14	
10	IMC – Part 1	Ch. 15	
11	IMC – Part 2	Ch. 16 & 17	Group Written Project – Marketing Plan
12	Group Presentation		Group Presentation – Case Analysis
13	Group Presentation		Group Presentation – Case Analysis

Note: Subject to changes upon the discretion of the lecturer which will be announced during class