

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

**BUSI 1004 I, J, K & L - Marketing
Semester 2, 2008-09**

BUSI 1004 I (FBE) :	Wednesday	9:30 a.m. – 11:20 a.m.	&	Friday	9:30 a.m. – 10: 20 a.m.
BUSI 1004 J (FBE) :	Tuesday	9:30 a.m. – 11:20 a.m.	&	Thursday	9:30 a.m. – 10: 20 a.m.
BUSI 1004 K (FBE):	Wednesday	11:40 a.m. – 12:30 p.m.	&	Friday	10:40 a.m. – 12: 30 p.m.
BUSI 1004 L (NON-FBE) :	Tuesday	11:40 a.m. – 12:30 p.m.	&	Thursday	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 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, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, & Oliver Yau Hon-Ming, *Principles of Marketing: A Global Perspective*, 2009, 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 Preliminary Written Marketing Plan | 15% |
| ▪ Group Marketing Plan Presentation | 25% |
| ▪ Group Application | 10% |

Individual Work:

- | | |
|---|------------|
| ▪ Class Participation and In-class Contribution | 15% |
| ▪ Final Exam | <u>35%</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 Membership Form can be downloaded from the course WebCT.
- Each student is expected to complete both marketing plan project and application presentation in the same group

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 situation.
- Each group will select a company, conduct marketing analyses, suggest a new product idea, and make recommendations on marketing strategy and marketing mix development for the company.
- This marketing plan project consists of two components:
 - (1) group preliminary written marketing plan
 - (2) group marketing plan 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 presentation groups.
- 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 case/presentation on a specific marketing topic. Details will be announced in class in due course.
- Non-presenting students are expected to attend all group application presentations. Each student will be randomly assigned to provide feedback to presentation groups.

Class Participation & In-class Contribution

- Full attendance is a necessary condition for class participation.
- Prior to attending each class, students are expected to complete the weekly readings listed on the syllabus, supplementary readings, and homework exercises (if provided).
- Students are expected to have full attendance, pre-class preparation, active participation, positive in-class contributions.
- Pop-up class work or pre-class homework will be given 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 due day.

Course WebCT

- Details of the course syllabus, group work guidelines and forms, student handouts, homework exercises, supplementary readings, and class announcements are posted on the course WebCT.
- Students are expected to visit the course WebCT *before* each class meeting for class updates.

Course Outline –

BUSI 1004 I, J, K, & L (Semester 2, 2008-09)

Week	Topic	Reading / Assignment Due
1	Introduction to Marketing	Ch. 1
2	Company and Marketing Strategy Marketing Environment	Ch. 2 & Appendix 1 (Marketing Plan) Ch. 3, 19 (p.521-534), & Ch. 18 (p. 495-502) <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 & 6
5	Market Segmentation, Targeting, and Positioning	Ch. 7 & 18 (p. 502-518)
6	Product, Services, & Branding	Ch. 8 <u>Group Preliminary Written Marketing Plan</u> due by <i>Friday 3:00 p.m.</i> (Assignment Box)
Reading Week (Students are advised to work on group application and group marketing plan project.)		
7	New Product Development & Product Life-Cycle	Ch. 9
8	Pricing	Ch. 10 & 11
9	Marketing Channels	Ch. 12 & 13
10	Integrated Marketing Communications	Ch. 14, 15, 16 (p.428-432; 446-458) & 17
11	Global Marketing Socially Responsible Marketing	Ch. 19 (p.535-549) Ch. 20
12-13	Group Marketing Plan Presentations	<u>Peer Evaluation Form</u> due by <i>Friday 3:00 p.m.</i> (Assignment Box)

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