

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

**School of Business
BUSI 1004 A&B – Marketing**

BUSI 1004 A: Tuesday 13:00-14:50 / Thursday 13:00-13:50

BUSI 1004 B: Tuesday 15:00-15:50 / Thursday 14:00-15:50

I. Information on Instructor

Instructor: Cheng QIU

Email: cqiu@business.hku.hk

Office hours: Tuesday and Thursday 4:00-5:00 pm; additional office hours are by appointment.

Textbook: Principles of Marketing: A Global Perspective, by Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, Oliver Yau, Pearson Education, 2009.

II. Course Description and Objectives

The focus of this course is to introduce students to the fundamental aspects of marketing: how firms discover and translate customers' needs and wants into strategies for managing profitable customer relationships.

III. Intended Learning Outcomes (ILOs)

Over the course of the semester you will learn to:

ILO1. Identify the key issues that marketers face within various decision areas.

ILO2. Acquire a comprehensive understanding of marketing concepts and processes.

ILO3. Apply the key principles and tools that marketers use to deal with marketing problems.

ILO4. Develop analytical and problem-solving skills through marketing applications.

ILO5. Develop skills in writing and presenting marketing plan as well as team working.

IV. Alignment of Program and Course Outcomes

Program ILOs	Course ILOs
1. Acquisition and internalization of knowledge and skills in key functional areas	ILO1, ILO2, ILO3
2. Application of business knowledge to solve business problems	ILO3, ILO4
3. Develop managerial leadership and inculcate professional ethics and competency in business	ILO3, ILO4, ILO5
4. Developing global outlook	ILO1, ILO2, ILO3
5. Mastering communication skills	ILO3, ILO5

V. Teaching and Learning Activities

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lecture, small group discussion, hands-on exercise, case discussion, and group project. Your active class participation and out-of-class preparation & practice are important for obtaining positive learning results.

TLA1. Lectures: Instructor will give lectures on major concepts and methods.

TLA2. Class Activities: Students are expected to actively participate in interactive class activities.

TLA3. Case Discussions: Instructor may give students brief take-home cases to read. Students are then expected to discuss the case with one another in class. Instructor will summarize the case discussion in the end.

TLA4. Marketing Plan Development: Students will work in groups to develop a marketing plan for a company of their choice.

TLA5. Consultation: Instructor holds weekly consultation hours to address students' questions. Students are also encouraged to discuss questions with the instructor by email.

VI. Assessment

- Class Participation 15%
- Group Project (Marketing Plan) 45%
 - Mid-term proposal: 5%
 - Final report: 25%
 - Presentation: 15%
 - Group performance: 5%
 - Individual performance 10%
- Final Exam 40%

VII. Standards of Assessment

1. Class Participation

- Attend class, and participate in class discussions and activities actively. The class discussions and activities are intended to give you an opportunity to apply the knowledge in the text.
- You will be assessed on how much you contribute to class discussions and activities. You need not have the precise answer, but credit would be given for your effort in the following aspects:
 - Is there a willingness to participate?
 - Are the points made—or questions raised—relevant to the discussion?
 - Are points linked to the comments of others, but not just a restatement of a point that has already been made?
 - Do comments show evidence of thoughtful analysis of the situation?
 - Do comments show an understanding of theories, concepts, or analytical devices presented in class lectures or assigned reading materials?
 - Do comments and questions reflect a critical but open-minded weighing of alternative and sometimes conflicting points of view, or are they limited to advocacy of previously held beliefs?
- During the last two weeks of the semester (i.e., project presentation weeks), you will receive instructions and forms for evaluating the other group’s marketing plan presentation. The evaluation is also considered a form of your class participation.

Grading Criteria

A+ A A-	B+ B B-	C+ C C-	D+ D	F
- Well prepared for class discussion; - Active in sharing views; - Attended at least 90% of classes	- Partially prepared for class discussion; - Quite active in sharing views; - Attended at least 80% of classes	- Not well prepared for class discussion; - Limited sharing of views; - Attended at least 70% of classes	- Little sharing of views; - Attended at least 60% of classes	- No sharing of views; - Attended less than 60% of classes

2. Group Project

- You are required to work in a group of 5-6 students. The group should be formed by the end of the second week. Email me a group photo and the group member information (names, university numbers, etc.). Choose a group coordinator to contact me for group project enquiries and submission of reports.

- Your group will develop a marketing plan for a company of your choice. That is, your group will “work” for this company and create **a new product** (“new” in the sense that it is not currently offered by the company) for which to write your marketing plan.
- Mid-term Proposal: It should include
 - Introduction
 - A description of the new product idea
 - SWOT analysis

Style Guide for Proposal: Times New Roman, font size 12, double-spaced, margins of 1 inch all round, A4 paper. Maximum **5 pages** excluding appendices and references. Include a cover page stating the title (what marketing plan for which company), and names and university numbers of the group members.

* Please email me a soft copy of the proposal by Oct 16th (cc all group members).

Proposal Grading Criteria

The proposal will be evaluated based on three aspects:

- Appropriateness and feasibility of the new product idea
- Accuracy and depth of analysis
- Clarity of writing

A+ A A-	B+ B B-	C+ C C-	D+ D	F
Very good to excellent ratings on some or all three aspects	Good to very good ratings on some or all three aspects	Fair to good ratings on some or all three aspects	Fair ratings on all three aspects	Fail to prepare and submit the proposal on time

- Final Report: It should include (not necessarily in the exact order)
 - Executive summary
 - Introduction
 - New product description
 - Target market
 - SWOT Analysis
 - Objectives
 - Positioning
 - Marketing Program: product, price, promotion, place – should be concrete

Style Guide for Written Report: Times New Roman, font size 12, double-spaced, margins of 1 inch all round, A4 paper. Maximum **12 pages** excluding cover page, executive summary, appendices and references. Important analysis, tables, figures, and pictures should be included in the main body of the report. Appendices are just for supporting information (one or two pages).

* Please submit a soft copy of the report by Dec 5th (cc all group members).

Final Report Grading Criteria

The report will be evaluated based on three aspects:

- Accuracy and depth of analysis
- Appropriateness, creativeness and feasibility of the proposed strategy and marketing program
- Clarity of writing

A+ A A-	B+ B B-	C+ C C-	D+ D	F
Very good to excellent ratings on some or all three aspects	Good to very good ratings on some or all three aspects	Fair to good ratings on some or all three aspects	Fair ratings on all three aspects	Fail to prepare and submit the written report on time

- Marketing plan presentation (15-20 minutes) + Q&A (5 minutes): give me a hard copy of the PowerPoint slides before presentation (indicate the presenter responsible for each of the sections); email me a soft copy of the slides on the day of presentation.

Guidelines for doing well for your presentation:

- Focusing on the key issues and do not spend (much) time on detailed and complete checklists; avoid listing all issues you can think of. You may produce an appendix to your presentation to show that you have thought of many more issues and use it to address relevant questions from the audience in Q&A.
- Using media wisely to communicate your message (legible slides with minimum 18-sized font and not too much text; showing product/ad samples and self-produced video clips, etc. when appropriate).
- Engaging the class via direct questioning, discussion of problems, presentation of vivid examples and controversial statements, etc.
- Dry run your presentation to time it properly!

Group Performance Grading Criteria

The group presentation performance will be evaluated based on three aspects:

- Organization of the presentation and design of slides
- Team spirit (e.g., consistency in dressing, slides design, and presentation manner)
- Handling of Q&A

A+ A A-	B+ B B-	C+ C C-	D+ D	F
Very good to excellent ratings on some or all three aspects	Good to very good ratings on some or all three aspects	Fair to good ratings on some or all three aspects	Fair ratings on all three aspects	Fail to present

Individual Performance Grading Criteria

The individual presentation performance will be evaluated based on three aspects:

- Clarity and Fluency
- Body language (e.g., eye contact with the entire audience)
- Skills of engaging the audience

A+ A A-	B+ B B-	C+ C C-	D+ D	F
Very good to excellent ratings on some or all three aspects	Good to very good ratings on some or all three aspects	Fair to good ratings on some or all three aspects	Fair ratings on all three aspects	Fail to present

** All group members should contribute equally to developing the marketing plan. Groups who encounter problematic individual members (who do not turn up for discussion sessions or do their allocated share of work) should report the matter to me early. Besides, each student will have the opportunity to evaluate fellow group members in terms of their contribution to the accomplishment of the work at the end of the course. Group members usually get the same marks for the final report and group presentation performance assessment. However, I will adjust a student's marks if his/ her fellow group members consistently give him/her low evaluations and provide valid reasons.*

3. Final Examination

- Due to time limit, the lectures will focus on key concepts and applications instead of covering all materials in the text. You need to read the assigned text for detailed explanations and more examples.
- The final exam is cumulative and closed book. The format includes multiple choice questions and essay questions that test your understanding of the various marketing concepts as well as how the concepts can be applied in the real world.

Grading Criteria

A+ A A-	B+ B B-	C+ C C-	D+ D	F
Provide appropriate solutions to most problems, give detailed, insightful responses to essay questions	Provide appropriate solutions to a few problems, give detailed, insightful responses to some essay questions	Provide appropriate solutions to a few problems, give limited responses to essay questions	Provide appropriate solutions to a few problems, give unclear responses to essay questions	Provide inappropriate solutions to most problems, give poor responses to essay questions

Alignment of ILO, TLA, and AT

ILO	Teaching and Learning Activities (TLA)					Assessment Tasks (AT)			
	1	2	3	4	5	Participation	Report	Presentation	Exam
1	x		x	x	x	x	x	x	x
2	x		x	x	x	x	x	x	x
3		x	x	x	x	x	x	x	x
4	x	x	x	x	x	x	x	x	x
5		x	x	x			x	x	

VIII. Academic Conduct

Students are expected to behave with integrity. Do not cheat. Any activity that looks suspicious during exam will result in a failing grade. In the same manner, with assignments and projects, plagiarism will not be tolerated.

IX. Course Schedule

Week	Topics	Assigned Text / Important Dates
1	Introduction to Marketing Concepts and Processes	Chapter 1 Chapter 2
2	The Marketing Environment	Chapter 3; Chapter 18 (p 496-501 only) Sept 11th: Group Information due
3	Managing Marketing Information Buyer Behavior	Chapter 4 Chapter 5
4	Buyer Behavior Segmenting, Targeting, and Positioning	Chapter 6 (p 151-152 only) Chapter 7
5	Segmenting, Targeting, and Positioning	* Oct 1 st : Public Holiday *
6	Product Decisions and New Product Development	Chapter 8
7	<i>NO CLASSES (reading week)</i>	Oct 16th: Proposal due
8	<i>NO CLASSES (Rescheduled to Nov 28th)</i>	
9	Branding Decisions, Services, and Product Life Cycle Pricing strategies	Chapter 9 Chapter 11
10	Channels Integrated Marketing Communication	Chapter 12 Chapter 14
11	Integrated Marketing Communication New Digital Marketing Technologies	Chapter 15; Chapter 16 (p 448-450 only) Chapter 17 (p 471-485 only)
12	Marketing Plan Presentations	Hard copy of slides due before presentation;
13	Marketing Plan Presentations	Soft copy of slides due on the presentation day
Nov 28th 1:00-3:30pm Venue: P1	Makeup class (Venue - P1): Marketing Ethics and Social Responsibilities Integration and Revision	Chapter 20 Dec 5th: Final Report due

** The syllabus is subject to adjustments based on our progress. Changes (if any) will be announced in class and updated in WebCT.*