

COURSE SYLLABUS

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

BUSI 1004 C, D, & E - Marketing Semester 1, 2009-10

I. COURSE INFORMATION

Course Instructor: Ms. Yin-Mei Ng
Email: ymng@business.hku.hk
Office: Meng Wah Complex 729P
Phone: 2859-1013
Consultation: Tue – Fri by appointment only
Assignment Box: 7th floor, Meng Wah Complex

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.

II. COURSE DESCRIPTION

This introductory course is designed primarily for students with no or limited prior marketing background. The course focuses on the fundamental marketing principles and tools that help marketers understand the marketplace environment and buyer behavior, identify marketing problems/opportunities, and make decisions in developing marketing strategies and integrated marketing mix.

III. COURSE OBJECTIVES

- To learn the fundamental principles and tools of marketing management
- To understand the influences of the dynamic marketplace environment on companies
- To develop analytical skills to evaluate marketing situations and identify marketing problems /opportunities
- To apply relevant marketing concepts and tools to identify viable alternatives, make informed decisions, and recommend marketing strategies
- To develop important skills for marketing professionals including effective communication, presentation, and teamwork

IV. COURSE LEARNING OUTCOMES

On completion of this course, students should be able to:

- CLO1: Understand important marketing concepts, marketing process, buyer behavior, marketing environment, marketing research, marketing strategy, and marketing mix
- CLO2: Use relevant information and tools to analyze customers and the marketing environment
- CLO3: Identify marketing problems /opportunities and develop marketing strategies and integrated marketing programs
- CLO4: Learn to work in a team effectively
- CLO5: Make presentations and demonstrate effective communication (verbal and written)

V. TEACHING AND LEARNING ACTIVITIES

Group Work

- Students will form groups of 5-8 members of their own choices (depending on the class size; with a maximum of 10 groups). Each group is required to submit one Group Membership Form with photos and a company selected as your group's client for the group marketing plan project.

TLA1: Group Marketing Plan Project –Group Presentation & Group Written Marketing Plan

- Assuming that you are a group of junior consultants in a marketing consulting firm, your group is responsible for helping a client company develop a new product marketing plan. The expectations of your client on your proposed marketing plan are:
 - (1) to analyze the company's current marketing situation and identify potential opportunities and threats that may have impacts on the company,
 - (2) to develop a new product concept that help the company create customer value, and
 - (3) to recommend marketing strategy for your proposed new product to help the company stay profitable, competitive, and sustainable.
- Each group will first select a company and conduct research to collect information about the marketing environment; then conduct a situation analysis, suggest a new product idea, and make recommendations on marketing strategy and integrated marketing mix for the company.
- Each group is required to (1) deliver a 15-minute group marketing plan presentation in class and conduct 5-minute Q&A session and (2) submit a group written marketing plan of 25-30 pages. Each member is expected to contribute to the group marketing plan project and make presentation in the class.
- Each group is encouraged to stretch your creativity for your group project in all aspects, including your new product idea, presentation style, and more; have group rehearsals for your group presentation; hold an attitude of continuous improvement for your group project.
- *Non-presenting students* are expected to attend all group marketing plan presentations. They can raise questions and provide feedback to presentation groups in the Q&A session. They will be randomly assigned to evaluate other presentation groups' performance.

TLA2: Group Case Written Assignment

- The group case written assignment is to provide opportunities for students to apply their learned marketing principles and tools to identify main issues, evaluate alternatives, and make recommendations in applied marketing settings.
- Each group will be randomly assigned to work on one of the selected company cases and submit a group written case assignment. Details of the group case assignment will be announced on the course WebCT after group membership is confirmed.

TLA3: Interactive Lectures, Class Discussions, and Class Work

- Interactive lectures with powerpoint slides will be provided by the instructor to explain and illustrate important marketing concepts. Lecture handouts can be downloaded from the course WebCT (BUSI1004) at <http://hkuportal.hku.hk>.
- Examples of company cases/videos and applied marketing scenarios will be integrated in the lectures and class discussions. Students will be challenged to view marketing from different perspectives (e.g., consumer, company, competitors).
- Students are expected to have pre-class reading and preparations and encouraged to share their views and experience in class discussions. Pop-up class work will be given in class without advanced notice and no make-up will be provided.

VI. ASSESSMENT

Each student will be assessed by a combination of the group and individual tasks:

A1: Group Case Written Assignment	15%
A2: Group Marketing Plan Presentation	15%
A3: Group Written Marketing Plan	20%
A4: Individual Class Participation and Class Work	15%
A5: Individual Final Examination	<u>35%</u>
	100%

VII. STANDARDS FOR ASSESSMENT

To obtain positive learning results in this course, students should put effort in both individual and group work including individual pre-class reading and preparation, in-class participation, group case written assignment, group marketing plan presentation, and out-class group project preparations and meetings.

A1: Group Case Written Assignment

- Each group is required to analyze the assigned company case and respond to the assigned discussion questions. Submit the group case written assignment within 4-6 pages in a hard copy and a soft copy (CD). Group case written assignment will be evaluated in the following aspects: (1) main issues identified (2) analysis and evaluation, (3) recommendations, and (4) effectiveness of writing.

A2: Group Marketing Plan Presentation

- Each group presentation should be completed within the time limit of 15 minutes and 5 minutes for Q&A session. Group marketing plan presentation will be evaluated on: (1) understanding of the current marketing situations, (2) recommendations on marketing strategies, (3) effectiveness of presentation and communication, and (4) teamwork and effort.
- On the assigned group presentation day, each presentation group is required to hand in the group presentation *powerpoint handout and CD* to your lecturer in class before your group presentation starts. Non-presenting students will be randomly assigned to evaluate other groups' presentation performance and submit the Audience Evaluation Form at the end of the class of your evaluation day.

A3: Group Written Marketing Plan

- Group written marketing plan should be limited to 25-30 pages (excluding cover page, appendix, reference list, and responsibility list); font size 12; double line spacing. Submit a hard copy and a soft copy (CD) of your written marketing plan.
- Group written marketing plan will be evaluated in the following aspects : (1) understanding of marketing concepts and marketing situations, (2) breadth and depth of research and analysis, (3) persuasiveness of marketing strategy recommendations, and (4) effectiveness of writing, and (5) coherence.

Required contents are listed in the table below marked with (✓). Refer to textbook Table 2.2 and Appendix 1 for details.

Required Contents	Group Marketing Plan Presentation	Group Written Marketing Plan
Executive Summary		✓
Introduction	✓	✓
<u>Situation Analysis:</u> Market/Customer Analysis Product Review Competitor Analysis SWOT Analysis	✓ <i>(summary of situation analysis)</i>	✓
Marketing Objectives	✓	✓
<u>Recommendations on Marketing Strategy:</u> Target Markets Differentiation & Positioning Product Strategy Pricing Strategy Distribution strategy Marketing Communications Strategy	✓	✓
Controls		✓
Appendix		✓
References		✓ <i>(10 or more different reference sources)</i>
Responsibility List		✓

Peer Evaluation:

- Each student is required to evaluate other group members independently and submit the *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 work. In normal cases, each individual group member receives the same total points of his/her group work. However, in some cases, total points for individual group members (e.g., free-riders) will be deducted.

Late Assignment Penalty:

- All assignments (*except group presentation powerpoint handout & CD*) are required to submit *on or before the specified due date and time in the assignment box*. Make sure your group number, member names, course number, and section code are included. The penalty policy for any late assignments will be as follows:

<u>No. of days later than due date:</u>	<u>Deduction of the total point for that specific assignment:</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

A4: Individual Class Participation and Class Work

- Full attendance and punctuality are necessary conditions for individual participation. Students are expected to complete their pre-class reading/preparation and contribute in class discussions with relevant points and insights shared in class and constructive audience feedback offered to presentation groups. Pop-up class work will be used to assess students' understanding and application of learned marketing principles and tools.

A5: Individual Final Examination

- A 2-hour written final examination will be scheduled by the University in the End-of-Semester Assessment Period. The final examination consists of multiple-choice questions and short case / essay questions. It is cumulative and closed book. Students are responsible for all the materials covered in the course.

VIII. ALIGNMENT OF LEARNING OUTCOMES, TEACHING AND LEARNING ACTIVITIES, AND ASSESSMENTS:

Program Learning Outcomes	Course Learning Outcomes	Teaching and Learning Activities	Assessments
1. Acquisition and internalization of knowledge of major business disciplines	CLO1, CLO2, CLO3	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
2. Application and integration of knowledge	CLO2, CLO3, CLO4, CLO5	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
3. Inculcating professionalism and leadership	CLO3, CLO4	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
4. Developing global outlook	CLO2, CLO3, CLO4	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
5. Mastering communication skills	CLO4, CLO5	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5

IX. ACADEMIC CONDUCT

- Treat your lecturer and your classmates with respect.
- Students are required to attend all classes *on time* and turn off their mobile phones. Eating and drinking are not allowed in class.
- Please read the *HKU Undergraduate Student Handbook* (<http://www.hku.hk/afss/STUDENT/handbook/HBFT.pdf>) regarding information about: Attendance and Absence, Important Policies on Copyright and Plagiarism, and Regulations Governing Conduct at Examinations .
- **The University Regulations on academic dishonesty will be strictly enforced.** Academic dishonesty includes, but is not necessarily limited to, the following types of cases:
 - 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. Visit <http://www.hku.hk/plagiarism/> for details.
 - Paraphrasing of someone else's ideas is still using someone else's ideas, and must be acknowledged.
 - 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.
 - Cheating on In-Class Exams - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.
 - 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:
 - The relevant Board of Examiners may impose a penalty in relation to the seriousness of the offence;
 - 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.

COURSE OUTLINE*

*Any revision of this course outline will be announced in class and/or posted on the course WebCT.

**THE UNIVERSITY OF HONG KONG
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School of Business
Instructor: Ms. Yin Mei Ng (ymng@business.hku.hk)**

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

Lecture Weeks	Topics	Reading	Important Dates
Defining Marketing and the Marketing Process			
Week 1 Sep 1 - 4	Marketing Concepts & Process	Ch. 1 & 20 (p.563 – 567)	
Week 2 Sep 8 - 11	Managing Customer Relationships & Marketing Planning	Ch. 2 & Appendix 1 (Marketing Plan)	For All Groups: Group Membership Form with photos and a company selected due by <i>Sep11(Fri) 3:00 p.m.</i> (Assignment Box)
Understanding the Marketplace and Buyers			
Week 3 Sep 15 - 18	Marketing Environment	Ch. 3 & 19 (p. 521 – 534)	
	Marketing Research	Ch. 4	
Week 4 Sep 22 - 25	Consumer and Business Buyer Behavior	Ch. 5 & 6	
Designing Marketing Strategy and Integrated Marketing Mix			
Week 5 Sep 29 – Oct 2 [Oct 1: Public Holiday]	Segmentation, Targeting, Differentiation, & Positioning	Ch. 7	
Week 6 Oct 6 - 9	Product	Ch. 8 & 9	For All Groups: Group Case Written Assignment due by <i>Oct 9(Fri) 3:00 p.m.</i> (Assignment Box)

Oct 13 - 16 [Reading Week]	Students are advised to work on group marketing plan project.		
Week 7 Oct 20 - 23	Pricing	Ch. 10 & 11	
Week 8 Oct 27 - 30	Marketing Channels and Distribution	Ch. 12 & 13	
Week 9 Nov 3 - 6	Integrated Marketing Communications	Ch. 14 & 19 (p. 535 – 549)	
Week 10 Nov 10 - 13	Group Marketing Plan Presentations		<u>For Presentation Groups:</u> Group Marketing Plan Presentation Powerpoint Handout & CD due on assigned presentation day (in class before presentation starts)
Week 11 Nov 17 - 20	Group Marketing Plan Presentations		<u>For Audience:</u> Audience Evaluation Form due after group presentation (in class) on the assigned evaluation day
Week 12 Nov 24 - 27 [Last Week of Teaching]	Selected Company Case Discussions		<u>For All Groups:</u> Group Written Marketing Plan & Responsibility List due by Nov 27 (Fri) 3:00 p.m. (Assignment Box) <u>For All Students:</u> Peer Evaluation Form due by Nov 27 (Fri.) 3:00 p.m. (Assignment Box)
Nov 30 – Dec 5 [Revision Period]			
Dec 7 – 19 Final Examination Period	<u>For All Students:</u> Schedule and venue for the 2-hour final examination will be arranged by the University.		