

**The University of Hong Kong
School of Business**

**BUSI 1004G: Marketing
1st Semester 2009-10**

I. INFORMATION ON INSTRUCTOR

Instructor: Dr. Danny T Wang
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Office Location: 701C Meng Wah Complex
Office Telephone: 2241 5344
Class: Mon 10:40-12:30 / Wed 10:40-11:30
Consultation times: Friday pm by appointment only

Textbook:

The required text is Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, and Oliver Yau Hon-Ming, *Principles of Marketing: A Global Perspective*, (2009), Prentice Hall.

This textbook is compulsory for the course. Additional teaching materials including PowerPoint notes, case studies and additional readings will also be distributed throughout the lectures.

II. COURSE INFORMATION

Course Description:

This course provides a basic understanding of marketing management in the global context, with a balanced mix of international and Asian cases and vignettes. The topics covered in this course includes: the core concepts of marketing and the marketing process, marketing environment, marketing research and information, consumer and business buyer behavior, market segmentation, target marketing and positioning, marketing mix of 4Ps. From beginning to end, this course develops an innovative customer-value and customer-relationships framework that captures the essence of today's marketing.

Course Objectives:

- To define marketing and the marketing process
- To understand the marketplace and consumers
- To design a customer-driven marketing strategy and integrated marketing mix

III. LEARNING OUTCOMES

- CLOS1. Understand fundamental marketing concepts and theories;
CLOS2. Identify opportunities and threats in macro- and micro-environments for marketing practices;
CLOS3. Apply theories and concepts to analyze marketing problems and issues; and to formulate marketing plans in team projects; and
CLOS4. Demonstrate effective written and verbal communication skills

IV. ALIGNMENT OF PROGRAM AND COURSE OUTCOMES

Program Learning Outcome	Course Learning Outcome
1. Acquisition and internalization of knowledge and skills in key functional areas	CLOS1, CLOS2, CLOS3
2. Application of business knowledge to solve business problems	CLOS2, CLOS3
3. Develop managerial leadership and inculcate professional ethics and competency in business	CLOS3, CLOS4
4. Developing global outlook	CLOS2, CLOS3
5. Mastering communication skills	CLOS4

V. TEACHING AND LEARNING ACTIVITIES

- TLA1. Lectures:
Lectures will be given on major concepts and issues, complimented with video clips to help students better understand the marketing principles.
- TLA2. In-Class Discussions:
Students will be asked to actively participate in all class discussions and share their insights and analytical skills with other students.
- TLA3. Group Projects:
Students will be asked to complete two group projects, including case analysis and a marketing plan, to gain hands-on experience in the development of marketing strategies.
- TLA4. Consultation:
Students are also encouraged to ask and discuss marketing-related questions with the lecturer in/after class or by email.

VI. ASSESSMENT

This course is conducted with an integration of short lecture, small group discussion, video case analysis and in-class discussion. The overall assessment is based on two in-class exams, two-part group project and class participation. The weights of the components in determining the final grade are:

Group Work

- | | |
|---|-----|
| 1. Case Analysis (Group Written Report) | 20% |
| 2. Marketing Plan (Group Presentation) | 30% |

Individual Work

- | | |
|--|-----|
| 3. In-Class Participation and Discussion | 10% |
| 4. Mid-Term Exam | 15% |
| 5. Final Exam | 25% |

TOTAL	100
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Group Work

Team work is an important element to a marketing professional and a marketing student. The objectives of group work are to promote active learning, develop communication, presentation, teamwork skills, and create a sense of community. Students are advised to form a group of 6-8 members. If group size exceeds this limit, you need to consult the lecturer for special approval. The group will be formed during the 1st week and each group needs to submit a sheet including (1) the UID, (2) full name, and (3) photo of each group member.

1. Case Analysis (Group Written Report) (20%)

Each group will be required to submit a written report analyzing a company chosen from the company list (will be provided by lecturer in class). The report should follow the standard format (single space, Times New Roman 12, a blank space between paragraphs) and be within 10 pages (excluding appendix/references). Submission will be rejected if longer than this length. The report should also contain at least 10 supporting references.

Please note that the report is due by Week 10. Submit (1) the hard-copy report to the lecturer in Room 209A, Meng Wah Complex, or during lecture time, AND (2) the soft-copy to dtwang@hkucc.hku.hk. Late assignments will have a 5% deduction each weekday that it is late and a 20% over a weekend.

The report should source information outside the textbook for the selected company in order to show how the theory relates to the 'real world'. The content of the report should cover, but is not limited to the following areas:

- a) What is company background? What are the key trends and factors that make up the macro-environment for the company?
- b) What are the basics and trends of the industry where the company operates? Who are its key competitors?
- c) Who are the company's target customers? What are their characteristics, consumption habits, and changing patterns?
- d) How is the product positioned to attract its target customers in relation to its competitors?
- e) What are the marketing-mix strategies (4Ps) that the company uses? Your discussion should include: What are the features of the product? What's the pricing strategy of the product? How is the distribution channel structured? What is the integrated marketing communication program used by the company? Do you think the 4P strategies used by the company are appropriate?
- f) Your suggestions and recommendations to strengthen the company's competitive position in the market.

At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form (Appendix 2) will be handed out by the end of the semester. The lecturer reserves the right to award marks to individual students based on results of the peer evaluation.

2. Entrepreneurial Marketing Plan (Group Presentation) (30%)

The project is designed to provide the students with hands-on experience in the development of marketing strategies. Each group should develop an entrepreneurial plan from the

marketing perspective. Specifically, each group should select a specific location in Hong Kong provided by the lecturer in class, get on-spot and in-depth understanding about customer needs and competitive conditions of that area, so as to develop an entrepreneurial idea to set up a business for customers in that area. The business can be anything that has the potential to satisfy customer needs and make profit, and must be feasible and actionable. As the key purpose of this project is to train the ability to apply marketing theory to practice, you should focus on marketing, rather than finance, human resources, or any other aspects of setting up a business.

Timeframe of the marketing plan:

1. Select the geographic location for your project on a “first come first served” basis. You are encouraged to work on an area where some of your group members have long-time living experience so that you have indigenous knowledge about that area and can come up with innovative ideas in positioning your business. Due by: Week 1.
2. Submit a 1-page proposal about your marketing plan by email or in class. In the proposal, specify the product/service to be provided by your group, explain the reasons behind your idea from the marketing perspective (i.e. WHY do you think your product/service will fulfill customer needs that have not been satisfied by existing businesses in that area?). Due by: Week 7.
3. Make a consultation appointment with the lecturer to discuss your proposal and improve your plan. Consultation period: Week 8-9.
4. Submit to the lecturer a PPT copy of your presentation before the presentation. The presentation should be within 25 minutes. Photos and other multimedia materials are encouraged to be used. Group presentation: Week 11-12.

The presentation should generally contain three parts:

State your product/service to be provided in the chosen area.

Provide a competitive environment analysis relevant to your business. In this part, you should focus on environment factors such as macro-economic situation, demographic composition and changes in that area, market demand and trend in that area, competitor analysis such as major competitors, competitors’ strengths and weaknesses, customer analysis such as buyer characteristics, buying habits, and market segments, etc. The purpose of this part is to provide rationale and justifications for your business — there is an unfulfilled customer need AND our business can satisfy such a need.

Develop a comprehensive marketing plan. This is the major part of your presentation. In this part, you should focus on positioning of your product or service, your target customer, your posited brand image, marketing strategies including 4Ps, etc. You should convey to the audience in as much detail as possible — HOW are you going to make profit by creating, communicating, and delivering value to your target customer?

The lecturer and all your classmates other than your group members will assess your presentation using the group evaluation form (Appendix 1). Your individual contribution will be collected through the peer evaluation form (Appendix 2).

Individual Work

3. In-Class Participation and Discussion (10%)

Attendance is a necessary condition for class participation. There is a minimum requirement of 70% attendance to pass any marketing class. In case of absence, you need to seek my approval before class. Unreported absence will be penalized. Only under extenuating circumstances, such as medically documented sickness, and participation in a University-sponsored activity, will absences be excused.

Most classes are accompanied with case discussions. This is an important part of your learning. You are expected to read the case before the class and actively participate in the class discussion. **I will randomly call on groups to present your discussion findings.** Your group contribution to the discussion will significantly influence your group members' participation grades. In all, your participation grade will be based on class attendance, the quality/frequency of your comments, and your contribution to case or video discussions. Class participation will be graded based on the subjective assessment of the instructor.

The instructor's evaluation on class participation is based on the following criteria:

- o **Excellent** participation: The student consistently attends class, consistently contributes to case discussions, and consistently demonstrates superior understanding and insights
- o **Good** participation: The student consistently attends class, consistently contributes to case discussions, and occasionally demonstrates superior understanding and insights
- o **Poor** participation: The student inconsistently attends class, inconsistently contributes to case discussions, and rarely demonstrates superior understanding and insights.

4. Mid-Term Exam (15%)

5. Final Exam (25%)

Both mid-term and final exams will be close-book, covering a combination of multiple choice, short questions, and/or case analysis. The format of the exams will be announced during the semester. Keeping up with the reading of texts and attending class is strongly recommended.

Relationship Among Course Learning Outcome, Teaching and Learning Activities and Assessment:

Learning Outcome (CLO)	Teaching and Learning Activities (TLA)	Assessment
1	1, 2, 3, 4	1, 2, 3
2	1, 2, 3, 4	1, 2, 3
3	1, 2, 3, 4	1, 2, 3
4	1, 2, 3, 4	1, 2, 3

VII. ACADEMIC AND CLASS CONDUCT

You are expected to exhibit the **highest level** of professionalism and courtesy in and out of class. Minimum behavioral expectations include:

- Turn off cell phones, beepers, and pagers while in class
- Refrain from using laptops or any other electronic devices which may be distracting

- Arrive punctually to class

Students are expected to visit the course **WebCT** *before* each class meeting for student handouts, supplementary readings, and class announcements if provided. Details of the course syllabus and lecture notes will be posted on the course WebCT.

Plagiarism, cheating, and other misconducts: Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.

Assignment submission: Assignments must be submitted on the due day. Late submission is not permitted.

VIII. COURSE SCHEDULE

Week	Topics	Pre-Reading (Textbook)	Tasks Due Dates
1	Course introduction, Marketing concepts and process	Ch 1	<ol style="list-style-type: none"> 1. Groups formed 2. Membership sheet submitted 3. Area chosen for the marketing plan project
2	Building customer relationships	Ch 2	
3	Marketing environment and information	Ch 3&4	
4	Consumer and business markets	Ch 5&6	
5	Market segmentation, targeting, and positioning	Ch 7	
6	Product, services, and branding strategies Mid-term exam (Ch 1-7)	Ch 8	
Reading week (no class)			
7	New product development	Ch 9	One-page proposal of marketing plan due
8	Pricing strategies	Ch 10&11	Consultation period
9	Marketing channels	Ch 12&13	Consultation period
10	Integrated marketing communications	Ch 14, 15, 16&17	Case Analysis (Group Written Report)
11	Group presentation		Marketing Plan (Group Presentation)
12	Group presentation Final Exam (Ch 8-17)		Marketing Plan (Group Presentation)

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

Appendix 1 Evaluation Form for Group Projects

Your name: _____ **Your Group:** _____

The Group Under Evaluation: _____

Please write down your suggested score for each evaluation category [I(a)-II(a)].

I. Content Issues (60%)

- (a) Use of concepts and marketing knowledge to the analysis (10%)

- (b) Reasonableness of analysis (20%)

- (c) Effectiveness of facts (10%)

- (d) Appropriateness of recommendations/conclusions (20%)

II. Process Issues (40%)

- (a) Effectiveness of presentation (20%)

(including speech posture, maintaining eye contact with the audience instead of reading off the script, use of visual aids, timing, and answer of questions)

- (b) *Effectiveness of written reports (20% by the instructor)*

(including readability, flow, logic, and organization; writing mechanics, such as free of grammatical and spelling errors, use of sections and headings, and page numbering; use of literature; and attachments such as graphs, tables, and calculations, whenever applicable)

Additional comments:

Appendix 2 Peer Participation Evaluation Form

Your name: _____ Your Group: _____

Please evaluate each of your group members' contribution to the two group projects excluding yourself (0 = no contribution at all; 5 = very high contribution).

Name of Member	Contribution to Case Analysis (Group Written Report)					Contribution to Marketing Plan (Group Presentation)				
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5

Note that:

1. You should make this evaluation by yourself, *not* jointly with your colleagues.
2. The information you submit is confidential.
3. The student feedback is non-binding. In other words, the instructor has the right to make independent judgments, with your feedback serving as additional information.