

**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 location: Room 725 Meng Wah Complex

Office telephone: 22194212

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

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.

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.

Course Website: Course syllabus, lecture notes and other relevant materials will be updated in WebCT every week.

III. Course Learning Outcomes (LOs)

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 business communication and team working.

IV. Alignment of Program and Course Learning Outcomes

Program Learning Outcomes (LOs)	Course LOs
1. Acquisition and internalization of knowledge and skills in key functional areas	LO1, LO2, LO3
2. Application of business knowledge to solve business problems	LO3, LO4
3. Develop managerial leadership and inculcate professional ethics and competency in business	LO3, LO4, LO5
4. Developing global outlook	LO1, LO2, LO3
5. Mastering communication skills	LO3, LO5

V. Teaching and Learning Activities (TLAs)

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 interactive lectures, small group discussions, hands-on exercises, case study, and group project. Your active class participation and out-of-class preparation are important for obtaining positive learning results.

TLA1. Interactive Lectures

Instructor will give lectures on major theories and methods. You are expected to attend class regularly and participate in class discussions actively. The class discussions are intended to deepen your knowledge. You need not have the precise answer. Your effort will be assessed with the following criteria:

- 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 thoughtful analysis of the situation?
- Do comments show an appropriate understanding of lecture content?

Intended Learning Outcomes: LO1, LO2, LO3, LO4

TLA2. Individual Exercises

There will be 2 pop-up, open-book class exercises. The exercise typically requires you to explain or apply certain concepts or methods in a marketing context. It will give you an opportunity to apply the lecture content and enhance your analytical skills.

Intended Learning Outcomes: LO3, LO4

TLA3. Case Study

You will receive a take-home marketing case. You are expected to write a one-page case analysis and then discuss the case with one another in class. Instructor will summarize the case discussion at the end of class.

Case Study Q&A

How much time should I expect to spend preparing for case discussion?

- Around 3 hours (time spent writing not included).

How do I prepare for case discussion?

- Spend more time THINKING than reading.
- Seek answers to case discussion questions.
- Mark where is relevant, and link the relevant information to form a big picture.

What should I have in mind before the discussion?

- Be familiar with the information in the case.
- Your view.
- Be prepared to explain your view.
- Be prepared to give supporting evidence.
- Having thought about other possible views and why yours is better.

What should I do in a case discussion?

- Listen actively and follow the flow.
- If you have a good reason to agree or disagree, time to raise your hand.
- If you have any questions, ask.
- Do not dominate the discussion.

Intended Learning Outcomes: LO3, LO4, LO5

TLA4. Marketing Plan Development

You are required to work in a group of about 6 students to develop a marketing plan.

- The group should be formed by the end of the third week. Note that you are responsible for finding yourself the group, and hence you are advised to get to know your classmates as soon as possible. Choose a group coordinator to contact the instructor for project enquiries and report submission.
- 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. The final report should include the following components: SWOT analysis, target market and product positioning, and marketing program. Ask yourself the following questions in developing the marketing plan:
 - Is there a clear market potential?

- Is there clear positioning and differentiation from competitors?
- Are the product idea and the other aspects of the marketing program feasible?
- Is the marketing program concrete enough? Does the marketing program have a consistent theme?
- Are there any interesting ideas or new insights in your marketing program?
- Your group will present your marketing plan to the class at the end of the semester. The format will be Presentation (15 minutes) + Q&A (5 minutes). Here are some tips for doing well in your presentation:
 - Focus on the key issues and avoid listing all details you can think of.
 - Use media wisely to communicate your message and engage the class (e.g., legible slides with minimum 18-sized font and not too much text; showing product/ad samples or self-produced video clips when appropriate).
 - Dry run your presentation to time it properly!
- All group members should contribute equally to the group project by doing the following:
 - Respond to email or phone regarding the group project promptly.
 - Be prepared for group meeting, attend the meeting on time, and contribute your view.
 - Complete your share of work in time.
 - 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. Each student will also 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.

Intended Learning Outcomes: LO3, LO4, LO5

TLA5. Consultation

- Instructor holds weekly consultation hours. You are also encouraged to discuss questions with the instructor by email.
- Mid-Term Marketing Plan Consultation:
Instructor will meet each group to provide comments on the new product idea and the corresponding SWOT analysis in the middle of the semester. To make the meeting more efficient, each group should hand in a brief written description of the product idea and the analysis in advance.

Intended Learning Outcomes: LO1, LO2, LO3, LO4

VI. Assessment

Course Learning Outcomes	Teaching and Learning Activities	Assessment
LOs 1, 2, 3, 4	Class Contribution	10
LOs 3, 4	Individual Exercises	10
LOs 3, 4, 5	Case Study	10
LOs 3, 4, 5	Marketing Plan	30
LOs 1, 2, 3, 4	End-of-Term Exam	40
Total Points		100

VII. Standards for Assessment

Assessment 1: Class Contribution (up to 10 points)

You may obtain class contribution points in the following ways:

- Participate in class discussions. Each time you share your view in class, your contribution will be assessed using the following scale:

0 point: irrelevant or totally incorrect

1 point: relevant but not well supported by analysis or evidence

2 points: relevant and supported by some analysis or evidence

3 points: relevant, supported by analysis or evidence, and with new insights

- Some polls or very short quizzes will be conducted in class. You will receive 0.5 point each time you participate in a poll or answer the quiz question correctly. You may obtain up to 4 points in this way.
- In the last two weeks of the course (i.e., project presentation weeks), you will receive instructions and forms for providing feedbacks to other group's marketing plan presentation. The feedback is also considered a form of your class contribution. You will get 0.5 point if you offer some helpful comments in a feedback form. There are four forms altogether and you may receive up to 2 points.

Assessment 2: Individual Exercises (10 points)

Assessment Criteria for Individual Exercises

Receive 90-100% of the points	70-89%	50-69%	< 50%
Provide correct answers and sufficient elaborations	Provide largely correct answers and some elaborations	Provide some correct answers and some elaborations	Provide limited to incorrect answers and elaborations

Assessment 3: Case Study (10 points)

Style Guide for Case Analysis Report: Times New Roman, font size 12, single-spaced, margins of 1 inch all round, A4 paper, 1 page only.

Assessment Criteria for Case Study

The one-page case analysis will be evaluated based on three aspects:

- Clarity in identifying the issues raised in the case
- Accuracy of analysis
- Appropriateness of recommendations

9 - 10 points	7.5 - 8.5 points	6 - 7 points	< 6 points	0 point
Excellent ratings on some or all three aspects	Good ratings on some or all three aspects	Fair ratings on some or all three aspects	Unsatisfactory ratings on some or all three aspects	Fail to submit the analysis before class discussion

Assessment 4: Marketing Plan (30 points)

- Final report: 20 points

Style Guide for Final Report: Times New Roman, font size 12, 1.5-spaced, margins of 1 inch all round, A4 paper. Maximum 10 pages excluding cover page, 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 only).

Assessment Criteria for Final Report

The report will be evaluated based on three aspects:

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

18 - 20 points	15 - 17.5 points	12 – 14.5 points	< 12 points
Excellent ratings on some or all three aspects	Good ratings on some or all three aspects	Fair ratings on some or all three aspects	Unsatisfactory ratings on some or all three aspects

** Note late submission of report will incur a penalty: 1 day late = 10% off, 2 days late = 20% off, and so on.*

- Presentation: 10 points

Assessment Criteria for Presentation

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

- Clarity and Fluency

- Skills of engaging the audience
- Handling of Q&A

9 - 10 points	7.5 - 8.5 points	6 - 7 points	< 6 points
Excellent ratings on some or all three aspects	Good ratings on some or all three aspects	Fair ratings on some or all three aspects	Unsatisfactory ratings on some or all three aspects

- Possible adjustments based on peer evaluation:
Group members typically get the same marks for the final report and presentation. However, adjustments may be made if a student receives consistently low evaluations from his/her fellow group members with valid reasons.

Assessment 5: End-of-Term Exam

- Due to time limit, the lectures will focus on key theories and applications. You are advised to read the assigned book chapters for more explanations and examples.
- The final exam is cumulative and closed book. The format includes 60 multiple choice questions (60%) and 2 essay questions (40%) that test your understanding of the various marketing concepts as well as how the concepts can be applied in the real world.

Assessment Criteria for Essay Questions

Receive 90-100% of the points	70-89%	50-69%	< 50%
Provide appropriate solutions and concrete, insightful elaborations	Provide largely appropriate solutions and some concrete, insightful elaborations	Provide some appropriate solutions or some concrete, insightful responses	Provide limited to inappropriate solutions and elaborations

Each student’s grade will be assigned according to the accumulated points the student obtains, subject to the following grade distribution scheme.

Grade	A+, A, A -	B+, B, B-	C+, C, C-	D+, D	F
Percentage	< = 25%	20% - 50%	10% - 50%	Balance	Balance

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. Please read the booklet on plagiarism carefully:

<http://www.hku.hk/plagiarism>

IX. Course Schedule

Week	Topics	Assigned Text / Important Dates
1 Sep 2	Introduction to Marketing Concepts and Processes	Chapters 1 & 2
2 Sep 7 & 9	SWOT Analysis and The Marketing Environment	Chapter 3 Chapter 18 (p 496-501 only)
3 Sep 14 & 16	Buyer Behavior	Chapter 5 <i>Finalize group membership</i>
4 Sep 21	Segmenting, Targeting, and Positioning	Chapter 7
5 Sep 28 & 30	Managing Marketing Information	Chapter 4
6 Oct 5 & 7	Product and Branding Strategies	Chapters 8 & 9
7	Mid-term marketing plan consultation	
8	<i>Reading Week</i>	
9 Oct 26 & 28	Pricing Strategies Channel Strategies	Chapter 11 Chapter 12
10 Nov 2 & 4	Integrated Marketing Communication	Chapter 14
11 Nov 9 & 11	Case Discussion Marketing Ethics	<i>Case analysis report due before class discussion</i>
12 Nov 16 & 18	Marketing Plan Presentation	<i>Hard copy of slides due before presentation</i>
13 Nov 23 & 25	Marketing Plan Presentation	
14 Nov 30	Revision	<i>Dec 5th: Final Report due</i>

* The information in this syllabus is subject to adjustments. Changes (if any) will be announced in class and updated in WebCT.