

THE UNIVERSITY OF HONG KONG FACULTY OF BUSINESS AND ECONOMICS

School of Business
BUSI1004I,M – Marketing
2010-2011 second semester

I. Information on Instructor

Instructor: Dr. Eden Yin
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Office Phone: 22194179
Office Location: Meng Wah Complex 729K
Office Hours: By appointment

II. Course Meeting Time and Location

Tuesday (13:00 – 14:55) @ TT404

Thursday (13:00 – 13:55) @ TT404

III. Course Description:

Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in global markets have created new challenges and opportunities for a wide range of businesses all over the world. These challenges and opportunities require organizations to develop sound marketing strategies to anticipate and respond to the constantly changing environment.

This course focuses on providing an introduction to the principles of marketing and is designed for undergraduate students with limited background in marketing. The course will cover key marketing concepts such as managing customer relationships, marketing planning, understanding customers, competitors, and marketplace, segmentation, targeting, and positioning, developing marketing programs (product/service/branding, pricing, integrated marketing communication, and channel strategies), etc. Concepts and issues at the strategic level of marketing as well as specific analytical approaches and tools needed for marketing decisions will be covered. Contexts for discussion and learning will be global with special reference to markets in Asia and China.

The course will be delivered via a blend of interactive class discussion & exercises and case analyses. A group project involving the development of a new product/service marketing plan will provide students with hands-on experience in applying learned marketing concepts to formulate effective marketing strategies and programs in a competitive environment.

IV. Course Materials:

1. Recommended textbook: *Principles of Marketing*, by Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, and Oliver Yau, Prentice Hall (Pearson International Edition), 2009 (**PK**) (available from HKU Bookstore).
2. Cases and readings (will be distributed in class).

V. Course Learning Outcomes (CLOs):

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

- Acquire a basic understanding of key marketing concepts and processes. **(CLO1)**
- Develop skills to perform analyses and apply tools to understand and evaluate customers, competition, and markets. **(CLO2)**
- Apply learning to identify marketing problems, formulate market-driven strategies, and develop effective marketing programs. **(CLO3)**
- Develop skills in case analysis and writing, presentation, and team work. **(CLO4)**

Alignments of Program and Course Learning Outcomes:

Program Learning Outcomes	Course LOs
1. Acquisition and internalization of business knowledge and skills in key functional areas.	CLO1, CLO2
2. Application of business knowledge to solve business problems.	CLO2, CLO3
3. Develop managerial leadership and inculcate professional ethics and competency in business.	CLO3, CLO4
4. Developing global outlook.	CLO1, CLO2, CLO3, CLO4
5. Mastering communication skills.	CLO4

VI. Teaching and Learning Activities:1. Interactive Class Lectures/Discussions

Interactive presentations will be provided by the instructor to explain and illustrate key marketing concepts and processes. Students will be invited and encouraged to share their view and experience in class discussions. **(Targeted CLOs: CLO1, CLO2, and CLO3)**

2. In-class Exercises

In-class exercises will be used to deepen students' learning and develop their application capability on specific topics. Students are expected to work in groups to address issues posted in these exercises and share their thoughts in class discussions. **(Targeted CLOs: CLO1, CLO2, CLO3, and CLO4)**

3. Group Case Written Analysis

Group case written analysis will be used to develop students' capacity to identify major issues/problems in diverse business settings, undertake systematic investigation to obtain relevant information, and apply marketing concepts and tools to make sound decisions. Students will also learn to function in teams effectively and to articulate and make convincing and coherent presentations.

Students will be responsible to form groups with 6 to 7 members (with a maximum of 9 groups) and submit the membership list to the instructor **on or before 4:00 pm, January 20, 2011**. Each group will be randomly assigned to analyze and make decisions on one of three selected cases used in this course. Other students not in the presentation groups will ask questions and participate in discussion of the case. **(Targeted CLOs: CLO1, CLO2, CLO3, and CLO4)**

4. New Product/Service Marketing Project

The New Product/Service Marketing Project will be used to develop students' competence in applying marketing learning to address "real-world" and novel problems. Students also will develop skills in writing, making presentation, and working as a team.

Each group (same group as in Group Case Written Analysis) will assume marketing management roles of a specific company and take up the responsibility to scan the market for new product/service opportunities and develop effective marketing strategies and programs to launch new products/services in the competitive environment. Each group will have to make a presentation of their marketing plan and submit a writing report. **(Targeted CLOs: CLO1, CLO2, CLO3, and CLO4)**

5. Final Examination

A final examination will be used to assess students' understanding of key marketing concepts and their ability to evaluate, integrate, and apply the learned knowledge in marketing situations. The final examination will be 2 hours in duration and closed-book; it will be comprehensive to cover all topics learned in class and assigned book chapters. The format of the examination will be multiple choice questions and short cases/essay questions. **(Targeted CLOs: CLO1, CLO2, CLO3, and CLO4)**

VII. Assessment

1. Class Participation	15%
2. Group Case Written Analysis	15%
3. New Product/Service Marketing Project	
• Marketing Plan Report	20%
• Marketing Plan Presentation	15%
4. Final Examination	35%

CLOs	Teaching and Learning Activities					Assessment			
	1	2	3	4	5	1	2	3	4
CLO1	✓	✓	✓	✓	✓	✓	✓	✓	✓
CLO2	✓	✓	✓	✓	✓	✓	✓	✓	✓
CLO3	✓	✓	✓	✓	✓	✓	✓	✓	✓
CLO4		✓	✓	✓	✓		✓	✓	✓

VIII. Standards for Assessment

1. Class Participation

Attendance is a necessary condition for participation. If students miss a class, they will be responsible for everything covered or announced in the class on the day of the absence. Students are expected to have read the assigned materials and/or analyze the case before coming to the class. *Class participation score* will be determined based on: attending class on time, showing evidence of prior preparation and analysis, and participating constructively in class discussions.

2. Group Case Written Analysis

Each group will submit a written analysis of their assigned case. The written report will be limited to a maximum of 5 A4-size pages (double-spaced, at least font-size 11, with 1-inch margins on all sides) plus appendices/exhibits of diagrams, figures, tables, and graphs. The written report should clearly identify the marketing problems or key managerial decisions to be made, critically analyze and evaluate key issues (including pros and cons of alternatives), and effectively provide sound recommendations to address the problems. In addition, the written report will be assessed on its writing style and whether it reflects a coherent group effort.

The written report should not consist of directly answering the case discussion questions provided. It should have three main parts: (1) marketing problems or key managerial decisions, (2) recommendations, and (3) analyses to support recommendations.

Each group will have to submit their written case report at the beginning of the class when the case was scheduled for discussion. No late report will be accepted.

3. New Product/Service Marketing Project

The following table summarizes the required contents/standards for assessment of the written report and presentation.

Contents/Standards for Assessment	Report	Presentation
<p><i>Executive Summary</i></p> <p>*This part should be a synopsis or abstract of the entire marketing plan and will be evaluated on its thoroughness, clarity, and precision.</p>	5%	--
<p><i>Situation & SWOT Analyses</i></p> <ul style="list-style-type: none"> • Customer analysis & segmentation • Competitor analysis (strengths & weaknesses) • Market analysis (opportunities and threats) <p>*This part should contain a review of (1) customer needs and characteristics in each segment, (2) key competitors, and company's strengths and weaknesses in relation to key competitors, and (3) industry characteristics and trends that will impact the company, and opportunities and threats faced by the companies in the industry. This part will be evaluated on the thoroughness and criticality of the analysis and insightfulness of the findings/conclusions.</p>	25%	15%
<p><i>Marketing Strategy</i></p> <ul style="list-style-type: none"> • Competitive advantages • Targeting and positioning <p>*This part should contain a discussion of the company's competitive advantages and recommendations on targeting and positioning of the company's offerings. This part will be evaluated on the feasibility and effectiveness of the recommendations and their consistency with the findings of the situation & SWOT analyses.</p>	15%	15%
<p><i>Marketing Program</i></p> <ul style="list-style-type: none"> • Product/branding strategy • Pricing strategy • Promotion strategy (product/service launch & 2-year IMC plan) • Channel strategy <p>*This part should clearly describe the new product/service ideas and key selling points as well as the recommended marketing mix program to support the product/service launch. This part will be evaluated on the feasibility and effectiveness of the recommendations and their consistency with the findings of the situation & SWOT analyses.</p>	30%	35%
<p><i>Effectiveness of Writing/Presentation</i></p> <p>*Assessment standards include clarity, ease of understanding, and logical organization. For the presentation, additional standards include ability to address questions and effective use of visual aids.</p>	15%	25%
<p><i>Teamwork and Effort</i></p>	10%	10%

The marketing plan report will be limited to a maximum of **8** A4-size pages (double-spaced, at least font-size 11, with 1-inch margins on all sides) plus appendices/exhibits of diagrams, figures, tables, and graphs.

Each group will have to submit a hardcopy of their Powerpoint slides (before their presentation) for grading; late or no submission will result in a 25% deduction of the presentation score. A hardcopy of the final marketing plan report will have to be submitted before **4:00 pm on April 28, 2011**; late submission of the report will result in a 25% deduction of the report score per day.

4. Final Examination

Students will be assessed on their understanding of all key marketing concepts and processes covered in class and assigned book chapters (through multiple choice questions) and their ability to apply learned knowledge to deal with marketing problems (through short case/essay questions). The final examination will be cumulative and closed-book. Multiple choice and short case/essay questions will account for 60% and 40% of the final examination score, respectively.

IX. Course Policies

Academic Dishonesty:

The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>

Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

- a. 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. Paraphrasing of someone else's ideas is still using someone else's ideas, and must be acknowledged.
- b. 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.
- c. Cheating on In-Class Exams - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.
- d. 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:

1. The relevant Board of Examiners may impose a penalty in relation to the seriousness of the offence;
2. 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 SCHEDULE

Date	Topic	Assigned Reading
Week 1 Jan. 11 (Tue.) & Jan 13(Thu)	<u>COURSE INTRODUCTION</u> • What is Marketing? <u>COURSE DESCRIPTION</u> • Course Objectives • Course Pedagogy • Course Requirements & Assessment	
Week 2 Jan. 18 (Tue.) & Jan. 20 (Thu.)	<u>MANAGING MARKETING PROCESS & PLANNING</u> • Market-Driven Strategy • Marketing Process • Marketing Planning	PK Chapters 1, 2, & Appendix 1 (marketing plan)
Week 3 Jan. 25 (Tue.) & Jan. 27 (Thu.)	<u>UNDERSTANDING CUSTOMERS, COMPETITORS, & MARKETS</u> • Understanding Customer Behaviors	PK Chapters 5 & 6
Week 4 Feb. 1 (Tue.) & Feb. 10 (Thu.)	<u>UNDERSTANDING CUSTOMERS, COMPETITORS, & MARKETS</u> • Mapping Competitive Position • Assessing Marketing Environment	PK Chapters 18 & 3 Mapping Your Competitive Position (HBS R0711G)
Week 5 Feb. 15 (Tue.) & Feb. 17 (Thu)	<u>UNDERSTANDING CUSTOMERS, COMPETITORS, & MARKETS</u> • Managing Marketing Information • Marketing Ethics	PK Chapters 4 & 20
Week 6 Feb. 22 (Tue.) & Feb. 24 (Thu.)	<u>FORMULATING MARKETING STRATEGY</u> • Segmentation • Targeting • Positioning	PK Chapter 7 Case #1 – Toucon Collections, Inc.
Week 7 Mar. 8 (Tue.) & Mar. 10 (Thu.)	<u>DESIGNING INTEGRATED MARKETING PROGRAMS</u> • Product and Branding Strategy • New Product Development	PK Chapters 8, 9, & 19 (p. 538) *Case #2 – Flare Fragrances Co., Inc.: Analyzing Growth Opportunities
Week 8 Mar. 15 (Tue.) & Mar. 17 (Thu.)	<u>READING WEEK (No Class)</u>	

COURSE SCHEDULE

Week 9 Mar. 22 (Tue.) & Mar. 24 (Thu.)	<u>DESIGNING INTEGRATED MARKETING PROGRAMS</u> <ul style="list-style-type: none"> Pricing Strategies & Tactics 	PK Chapters 10, 11, & 19 (pp. 539-541) Customer Value Propositions in Business Markets (HBRR0603F) *Case #3 – Atlantic Computer: A Bundle of Pricing Options
Week 10 Mar. 29 (Tue.) & Mar. 31 (Thu.)	<u>DESIGNING INTEGRATED MARKETING PROGRAMS</u> <ul style="list-style-type: none"> Channel Strategy 	PK Chapters 12, 13, & 19 (p. 542) *Case #4 – GOME: Competing for Channel Leadership (A)
Week 11 Apr. 5 (Tue.) & Apr. 7 (Thu.)	<u>DESIGNING INTEGRATED MARKETING PROGRAMS</u> <ul style="list-style-type: none"> Integrated Marketing Communication Strategy 	PK Chapters 14 & 19 (pp. 538-539)
Week 12 Apr. 12 (Tue.) & Apr. 14 (Thu.)	<u>NEW PRODUCT/SERVICE MARKETING PROJECT</u> <ul style="list-style-type: none"> Marketing Plan Presentations (Session #1) Marketing Plan Presentations (Session #2) 	
Week 13 Apr. 19 (Tue.) & Apr. 21 (Thu.)	<u>NEW PRODUCT/SERVICE MARKETING PROJECT</u> <ul style="list-style-type: none"> Marketing Plan Presentations (Session #3) Marketing Plan Presentations (Session #4) 	
Week 14 Apr. 26 (Tue.)	<u>COURSE WRAP-UP</u> <ul style="list-style-type: none"> Review for Examination Course Evaluation 	

*Cases designated for group case written analysis.

Dr. Eden Yin

Dr. Eden Yin is a Visiting Associate Professor in Marketing at the Faculty of Business and Economics, The University of Hong Kong, and a University Senior Lecturer at the Judge Business School, University of Cambridge in the UK. He has received his BS in Industrial Engineering from the Jilin University in China, a M.S. in Economics from West Virginia University and his Ph.D. in Marketing from the Marshall School of Business, University of Southern California in Los Angeles. Dr. Yin's primary areas of expertise include new product growth, technology marketing, innovation, and internationalization strategies for firms from emerging economies.

Dr. Yin has taught various executive programs at the University of Cambridge, Shanghai Jiaotong University, Australian National University, Helsinki School of Economics, University of San Andres (Argentina), University of Pecs (Hungary), and University of San Paolo (Brazil). He has also published articles in the *Marketing Science*, *Journal of Marketing Research*, *Journal of International Marketing*, and *Management International Review*, and presented many papers in conferences in the United States and Europe. His Marketing Science paper was given both the INFORM Society for Marketing Science Long Term Impact Award(2009) and the Excellence in Global Marketing Research Award(American Marketing Association, 2006) for its significant contribution to the marketing discipline.

Group Works Peer Evaluation Form

Most groups work effectively. Members benefit from the synergy developed as multiple viewpoints and multiple skills are brought together to address a common problem. However, you may wish to have a chance to evaluate each other on all group works performed in this class, particularly if the workload has been shared unevenly.

Please complete the following group works peer evaluation form and be sure to sign your name. I may base on the evaluation from your group to adjust individual grades.

Distribute 100 points among the members of your group (including yourself) to indicate their relative contribution to all group works performed in this class

Group Member	Points
Myself	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total	100 =====

Your Name (please print)

Date