

COURSE SYLLABUS

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

BUSI 1004 J, K, & L - Marketing
Semester 2, 2010 - 11

I. INSTRUCTOR

Course Instructor: Ms. Yin-Mei Ng
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Office: Room729P, Meng Wah Complex
Phone: 2859-1013
Consultation: Tue - Fri by appointment
Tutor N/A

II. CLASS INFORMATION

<u>Course and Section Code:</u>	<u>Class Time:</u>
BUSI 1004 J (FBE)	Wednesday 9:30 a.m. – 11:20 a.m. & Friday 9:30 a.m. – 10: 20 a.m.
BUSI 1004 K (FBE)	Wednesday 11:30 a.m. – 12:20 p.m. & Friday 10:30 a.m. – 12: 20 p.m.
BUSI 1004 L	Tuesday 11:30 a.m. – 12:20 p.m. & Thursday 10:30 a.m. – 12: 20 p.m.

Required 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.

Course WebCT: Lecture handouts and other supporting course materials are available at the course WebCT (BUSI1004) at <http://hkuportal.hku.hk>

III. COURSE INFORMATION

Course Prerequisite

None. This introductory course is designed primarily for students with no or limited prior marketing background.

Course Description

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.

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

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)

Alignment of Program and Course Learning Outcomes

Program Learning Outcomes	Course Learning Outcomes
1. Acquisition and internalization of knowledge of major business disciplines	CLO1, CLO2, CLO3
2. Application and integration of knowledge	CLO2, CLO3, CLO4, CLO5
3. Inculcating professionalism and leadership	CLO3, CLO4
4. Developing global outlook	CLO2, CLO3, CLO4
5. Mastering communication skills	CLO4, CLO5

IV. TEACHING AND LEARNING ACTIVITIES

TLA1: 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. 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). Lecture handouts and other supporting course materials can be downloaded from the course WebCT.
- To obtain positive learning results in this course, students should have pre-class reading and preparations and also actively participate in the class and group discussions. Pop-up class work/quiz will be given in class without advanced notice and no make-up will be provided.

Group Work:

- Group work plays an important role in the marketing profession as well as the course learning. To work on group class work, group marketing plan project, and group case assignment, students are required to form a group of 5 - 7 *members of their own choices* (depending on the class size; with a maximum of 10 groups). Sometimes some groups may be asked to split or merge with other groups when the number of groups exceeds what our class schedule can allow.
- At the beginning of the semester, each group is required to submit one *Group Membership Form* and a *company selected as your group’s client* for the group marketing plan project for seeking lecturer’s approval by the due date.
- Each group is advised to start its first group meeting as soon as possible to discuss and agree on how to manage the group work (e.g., group meeting schedule, setting goals, individual member’s tasks and responsibilities).
- Each member is expected to contribute fairly to the group work. At the end of each group work, each group is required to complete and submit the *Group Responsibility List* with individual members’ signatures indicating responsibilities and tasks completed.

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 analyze the situation, identify critical 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 of 4-6 pages. Each group is required to analyze and evaluate critical aspects of the assigned company case and provide solution/recommendation by responding to the assigned discussion questions. Feedback on the group case written assignment will be provided for continuous improvement.
- Details of the group case assignment will be posted on the course WebCT after group membership is confirmed.

TLA3: Group Marketing Plan Project –Group Presentation & Group Written Marketing Plan

- Group marketing plan project is to provide an opportunity for students to go through the steps of the marketing planning process from the perspective of a marketing manager/consultant and integrate the learned marketing concepts and skills in an applied business situations.
- Major goals:
 - ✓ to promote students' active learning
 - ✓ to develop students' skills on critical thinking, analytical, and problem-solving
 - ✓ to stimulate students' creativity
 - ✓ to enhance students' skills on communication, presentation, and teamwork skills
- Project Background and Requirements:

Assuming that you are a group of junior consultants in a marketing consulting firm, your group is responsible for developing a new product marketing plan for a company. 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, (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 class.
- Each group is encouraged to stretch creativity for the group project in all aspects, including new product idea, presentation style, and more; have group rehearsals for the group presentation; hold an attitude of continuous improvement for the project.
- Lecturer and Audience Feedback:

Individual groups can seek lecturer's feedback on its presentation performance and areas for improvement after the completion of group presentation.

Non-presenting students are expected to attend all group marketing plan presentations. They can raise questions and provide verbal feedback to presentation groups in the Q&A session. Each *non-presenting student* will be randomly assigned to provide written audience evaluation to a presentation group and submit the completed Audience Evaluation Form at the end of the class of your evaluation day. No make-up arrangement can be made for audience missing his/her assigned audience evaluation.

- Required contents for group marketing plan project 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:
	<ul style="list-style-type: none"> - 15-minute presentation + 5-minute Q&A - submit powerpoint presentation handout (hard copy) before presentation starts 	<ul style="list-style-type: none"> - 25-30 pages excluding cover page, appendix, reference list - A4 size paper; 1" margins, 1.5 line spacing, font size 12 point
Executive Summary		✓
Introduction	✓	✓
Situation Analysis > Marketing Environmental Trend Analysis > Company and Product Review > Market/Customer Analysis > Competitor Analysis > Evaluations: Opportunities and Threats	✓ <i>(A summary of key analyses and evaluations of opportunities and threats)</i>	✓ <i>(full version)</i>
Marketing Objectives	✓	✓
Recommendations on Marketing Strategy > Target Markets > Differentiation & Positioning > Product Strategy > Pricing Strategy > Distribution strategy > Integrated Marketing Communications Strategy	✓	✓
Controls		✓
Conclusion	✓	✓
Appendix		✓
References		✓ <i>(10 or more different reference sources)</i>

V. 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%

- Individual student's final grade for the course will be assigned according to the accumulative scores that s/he has obtained from all of the assessment tasks.

VI. STANDARDS FOR ASSESSMENT

A1: Group Case Written Assignment

- The assessment of group case written assignment is based on the following criteria (with a total score of 0 – 100%):
 - Coverage of critical aspects identified
 - Breadth and depth of analysis and evaluation
 - Feasibility and innovativeness of solution/recommendation proposed
 - Relevancy of concept applied
 - Effectiveness of writing (coherence; persuasiveness; well-articulated insights; appropriate length)

A2: Group Marketing Plan Presentation & A3: Group Written Marketing Plan

Evaluative Criteria:	Group Marketing Plan Presentation: (Total score: 0-100%)	Group Written Marketing Plan: (Total score: 0-100%)
➢ Analysis and evaluation of the marketing situation	20%	30%
➢ Marketing Objectives	5%	5%
➢ Recommendations on marketing strategies	35%	30%
➢ Controls	---	5%
➢ Effectiveness of presentation/writing	30%	20%
➢ Teamwork and effort	10%	10%

- Each group’s overall presentation performance will be evaluated by the lecturer as well as randomly selected audience (i.e., non-presenting students who are randomly assigned to evaluate other groups’ presentation performance on the *Audience Evaluation Form*).

Peer Evaluations:

- In normal cases, each individual group member receives the same total scores for his/her group work. However, in some cases, individual group members’ scores will be adjusted depending on his/her efforts, performance, and contributions to the group work.
- At the end of the semester, *each student is required* to evaluate other group members independently and submit the *Peer Evaluation Form*. 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.
- It is *optional* for groups to submit additional supporting documents related to the process of managing the group work, for example, group meeting records and out-class attendance records.

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/quiz* will be used to assess students’ understanding and application of learned marketing principles and tools. No make-up class work/quiz can be arranged.

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. Course review and advice on final examination preparation will be provided in the last week of the course.

VII. ALIGNMENT OF COURSE LEARNING OUTCOMES, TEACHING AND LEARNING ACTIVITIES, AND ASSESSMENTS:

Course Learning Outcomes	Teaching and Learning Activities	Assessments
CLO1, CLO2, CLO3	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
CLO2, CLO3, CLO4, CLO5	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
CLO3, CLO4	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
CLO2, CLO3, CLO4	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5
CLO4, CLO5	TLA1, TLA2, TLA3	A1, A2, A3, A4, A5

VIII. 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 .

Academic Dishonesty

- **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.

Late Assignment Penalty:

- All assignments are required to submit *on or before the specified due date and time to the assignment submission destination*. 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%

IX. COURSE SCHEDULE

(Any revision will be announced in class and/or posted on the course WebCT.)

Teaching Weeks	Topics	Reading	Assignment Submission / Presentation
Defining Marketing and the Marketing Process			
Week 1	Marketing Concepts & Process	Ch. 1 & 20 (p.563 – 567)	Group Membership Form and a company selected due by 3:00 p.m. Friday (Week 2)
Week 2	Managing Customer Relationships & Marketing Planning	Ch. 2 & Appendix 1 (Marketing Plan)	
Understanding the Marketplace and Buyers			
Week 3	Marketing Environment	Ch. 3 & 19 (p. 521 – 534)	
Week 4	Marketing Research	Ch. 4	
Week 5	Buyer Behavior	Ch. 5 & 6	
Designing Marketing Strategy and Integrated Marketing Mix			
Week 6	Segmentation, Targeting, Differentiation, & Positioning	Ch. 7	Group Case Written Assignment and Responsibility List due by 3:00 p.m. the Friday before reading week
Week 7	Product	Ch. 8 & 9	
Week 8	Pricing	Ch. 10 & 11	
Week 9	Marketing Channels / Distribution	Ch. 12 & 13	
Week 9	Integrated Marketing Communications	Ch. 14 & 19 (p. 535 – 549)	
Application and Integration			
Week 10	Company Case Discussions		Group Marketing Plan Presentation Powerpoint Handout (hard copy) due before presentation starts (in class); Powerpoint Handout (soft copy) and Responsibility List due by 3:00 p.m. the assigned presentation day Group Written Marketing Plan and Responsibility List due by 3:00 p.m. the last day of teaching Peer Evaluation Form due by 3:00 p.m. the last day of teaching
Week 11	Group Marketing Plan Presentations		
Week 12	Course Review		

