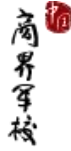




PHBS

北京大学汇丰商学院



MGT 560

Marketing Management (Session 2) 1st Module, 2025 - 2026

Course Information

Instructor: Jooyoung Park

Office: PHBS Building, Room 644

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Office Hour: Tue & Fri 10:30am – 12:30pm

Teaching Assistant: 潘峰

Office Hour: 3:00pm-5:00pm on Wed and 1:00-3:00pm on Thur; Room 213/214

Email: pfnkupku@stu.pku.edu.cn

Classes:

Lectures: Tue & Fri, 1:30pm – 3:20pm

Venue: PHBS Building, TBD

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

This course is designed to introduce you to the fundamental aspects of marketing: how organizations understand the market as well as customers and use strategies to successfully operate in today's dynamic, competitive environment.

This course is intended to provide those of you who plan to pursue a marketing concentration with a foundation on which to build subsequent marketing courses and work experience. For those of you who plan to pursue other concentrations, this course is intended to help you understand the objectives and typical strategies of marketers with whom you will interact professionally throughout your career.

Specifically, the course objectives are:

- To help you improve your problem-solving and critical thinking skills
- To give you chances to produce high-quality business documents and professionally present your ideas to others
- To get you exposed to real-world cases of Chinese firms as well as foreign firms
- To help you develop your leadership and communication skills through team work

No prerequisites.

1.2 Textbooks and Reading Materials

TEXTBOOK

Essentials of Marketing 17th Edition by William Perreault, Jr. and Joseph Cannon and E. Jerome McCarthy, McGraw-Hill Companies Inc. (ISBN-10: 1260260372, ISBN-13: 978-1260260373, Prentice Hall, 2018)

REFERENCE

Marketing Management, 15/E Philip Kotler Kevin Keller (ISBN-10: 0134058496, ISBN-13: 9780134058498, Prentice Hall, 2014)

CASES

IVEY Cases

NEWS ARTICLES

Recent news from the popular business press will be used throughout the module. The business news articles will give you opportunities to apply conceptual frameworks to current real-world marketing problems. Students are required to read and discuss the articles. News articles will be distributed in class.

2. Learning Outcomes**2.1 Intended Learning Outcomes**

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Y
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Y
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Y
	2.2. Students will be able to apply leadership theories and related skills.	Y
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Y
	3.2. Our students will practice ethics in the duration of the program.	Y
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Y
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Y
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Y
	5.3. Our students will demonstrate competency in critical thinking.	Y

2.2 Course specific objectives

- Help you improve your problem-solving and critical thinking skills
- Give you chances to produce high-quality business documents and professionally present your ideas to others

- Get you exposed to real-world cases of international firms and develop a global perspective
- Help you develop your leadership and communication skills through team work

2.3 Assessment/Grading Details

WEIGHTS ON COURSE REQUIREMENTS	PERCENTAGE
Class Participation & Discussion	10%
Case Analyses (Individual & Group)	20%
<i>Written Assignments</i>	<i>10%</i>
<i>In-Class Discussion</i>	<i>10%</i>
Group Project	35%
<i>Written Assignments</i>	<i>25%</i>
<i>Presentation</i>	<i>10%</i>
Final Exam	35%
Total	100%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Class Participation

Class participation is an important part of marketing courses. The learning experience of this course depends on your participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the class, and to participate appropriately in the variety of activities in the course – lecture, discussions, group exercises, etc. It is important for your classmates, and me, to know who you are. Be sure to bring your desk name card with you.

Class will begin promptly at the time it is supposed to start. Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your class participation & discussion grade. Please note that grades will be reduced for students exhibiting repeated and/or unexcused absenteeism.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time, and should sit near the door so your departure is not a distraction for others.

In addition to two long cases, several brief cases and news/academic articles will be discussed in class. The frequency as well as quality of your questions/comments during discussion will be reflected in the participation & discussion grade.

As part of understanding marketing research, three short surveys will be distributed throughout the module. Participation will be counted in the discussion grade.

Case Analyses

There will be two long cases. For each case, you will submit one-page report that includes your answers to suggested questions in the previous class (i.e., Sept. 19th & Oct. 24th) of case discussion dates (Sept. 23rd & Oct. 28th). Please write your answers to all of the suggested questions and write them in complete sentences and paragraphs (*NO bullet points*). You can add references or other additional information you found to support your answers. You can add a reference list and an appendix to include tables or figures. You should submit a hard copy (1 page, excluding a reference list/appendix) to the instructor before the class begins. Late submission is not accepted.

To gain deeper insights from the cases, you will also work in a group to write a written document (pptx/word) and/or to orally present your team's suggestions in class. The frequency as well as quality of your questions/comments during case discussion will be reflected in your case discussion grade.

Group Project

You will work on a group project in this class. The group project consists of two written documents (each document should be less than 10 pages excluding supplementary materials and references) and one presentation. You should choose a company and analyse its internal and external environments in the first written document (Oct. 14th Tuesday) and submit a hard copy and a soft copy (send the instructor and TA via email) before the class begins. You should propose marketing strategies for the company in the second written document (Nov. 7th Friday). On Nov. 7th, each team will present their analyses on the company and marketing proposals. Each team will have 15 minutes for presentation. Please note that time management (15-min presentation) will be counted in the presentation grade.

Before the class on Nov. 7th, please send the instructor and TA a soft copy of your second written document via email. Also, bring a hard copy of your second written document and a report indicating the tasks that each team member has contributed to the team project (across two written documents and presentation). Although this is a group assignment, significant

variations in individuals' work will be counted and reflected in grades. To provide accurate information in the report, please keep track of individuals' contributions to group work.

Exam

It is important to understand basic concepts. There will be a final exam. The exam is closed-book and will consist of multiple-choice questions and short essay questions. The exam will include material covered in the class (including cases) as well as in the required assigned readings (e.g., textbook, articles). Final exam will occur in on **Nov. 10th or 11th**. Due to the nature of the exam and class, there won't be a make-up exam. Please avoid any time conflicts (e.g., travel schedule or conflict with other courses/exams). The location and detailed arrangements will be announced as time approaches.

4. Miscellaneous

NO LATE WORK WILL BE ACCEPTED

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

AI ASSISTANCE

If AI-generated content is incorporated in any of your assignments or class activities, you must explicitly disclose the specific portions and purposes for which such AI tools were utilized. Please refer to the above school policies regarding AI use.

CLASSROOM POLICIES

Please do not use devices such as smartphones and laptops during the class. If it is needed (e.g., search for additional information, the instructor will give guidelines). Please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

If you are late in class or leave early or be absent, please follow the school policies and bring appropriate documents to get formal approval from the school. Without the school's approval, your absence will affect your participation grade.

SPECIAL ACCOMMODATIONS

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.

Grading Policy

Following the grading policy of PHBS, grades should be awarded in letter grades (e.g., A+, A, ... D, D-, F). Percentage of the distribution of each letter grade is limited and strictly followed by the school's grading policy. Once the final grades are determined, no changes will be made unless there are errors.

NOTE

The information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

CLASS SCHEDULE

WEEKS & DATES		TOPICS	READINGS	NOTES
1	Sept. 2 nd Tuesday	Introduction of Marketing Management	Chapters 1 & 2	
	Sept. 5 th Friday	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	Case & Project Guidelines
2	Sept. 9 th Tuesday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	Decide target product for group project
	Sept. 12 th Friday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 5	
3	Sept. 16 th Wednesday	Customer Buying Behavior	Chapter 6	
	Sept. 19 th Friday	Customer Buying Behavior	Chapters 5 & 6	Case Assignment Farfetch
4	Sept. 23 rd Tuesday	Marketing Information/ Marketing Research	Chapters 8 & 9	Case Discussion Farfetch
	Sept. 26 th Friday	Marketing Information/ Marketing Research	Chapters 8 & 9	
5	Sept. 30 th Tuesday	Marketing Information/ Marketing Research	Chapters 8 & 9	
	Oct. 14 th Tuesday	Marketing Research 4P Strategy: Product	Chapters 10, 11, 12	Group Project Assignment Part 1
6	Oct. 15th Wednesday	4P Strategy: Product	Chapters 10, 11, 12	
	Oct. 17 th Friday	4P Strategy: Product	Chapters 10, 11, 12	
7	Oct. 21 st Tuesday	4P Strategy: Product 4P Strategy: Promotion	Chapters 13, 14, 15	
	Oct. 24 th Friday	4P Strategy: Place 4P Strategy: Price	Chapters 13, 14, 15	Case Assignment Headspace and Calm
8	Oct. 28 th Tuesday	4P Strategy: Price	Chapters 16 & 17	Case Discussion Headspace and Calm
	Oct. 31 st Friday	Case Discussion	Chapters 16 & 17	
9	Nov. 4 th Tuesday	4P Strategy: Price New Trends in Marketing	Chapters 16 & 17	
	Nov. 7 th Friday	Group Project Presentations		Group Project Assignment Part 2 & Group Project Report

Note. The course schedules are subject to change depending on the progress of students' learning. Changes will be announced in advance.

CASE WRITTEN ASSIGNMENTS & DISCUSSION DATES

WEEKS	CASES	RELEVANT TOPICS	CASE ASSIGNMENTS AND DISCUSSION
3, 4	Case 1: Farfetch	• Market opportunities • Market development • Digital platforms • Consumer behavior • Cultural differences	• Written assignment on Sept. 19th • Case discussion on Sept. 23rd
7, 8	Case 2: Headspace vs. Calm	• New technology • Consumer behavior • Communication strategy • 4Ps	• Written assignment on Oct. 24th • Case discussion on Oct. 28th