

## Course Information

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***Classes:***

Lectures: Mon & Thu, 8:30am – 10:20pm

Venue: PHBS Building, 229

## 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 (16<sup>th</sup> Edition) by William Perreault, Jr. and Joseph Cannon and E. Jerome McCarthy, McGraw-Hill Companies Inc. (ISBN-10: 126040532X, ISBN-13: 978-1260405323, 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**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
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.	
	3.1. In a case setting, students will use appropriate techniques to	

3. Our graduates will be trained in ethics.	analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	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.	
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
<b>Class Participation &amp; Discussion</b>	<b>10%</b>
<b>Case Analyses</b> (Individual & Group)	<b>20%</b>
<i>Written Assignments</i>	<i>10%</i>
<i>In-Class Discussion</i>	<i>10%</i>
<b>Group Project</b>	<b>30%</b>
<i>Written Assignments</i>	<i>20%</i>
<i>Presentation</i>	<i>10%</i>
<b>Final Exam</b>	<b>40%</b>
<b>Total</b>	<b>100%</b>

## **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.

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 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.

If you take the class online, please submit a separate discussion note about the brief cases and articles by the next class of the discussion day. Please submit your discussion note to the TA via email. A separate online session may be arranged for further discussion.

## **Case Analyses**

There will be two long cases. For each case, you will submit one-page summary that includes your answers to suggested questions in the previous class (i.e., Dec. 3<sup>rd</sup> & Dec. 28<sup>th</sup>) of case discussion dates. You should submit a hard copy to the instructor/TA before the class begins. Late submission is not accepted.

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.

If you take the class online, you need to submit a comprehensive summary for each case to address the questions that your classmates work either individually or in a group. Please share your thoughts and comments on the cases with the instructor to learn most from the cases.

## **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) and one presentation. You should choose a company and analyse its internal and external environments in the first written document (due on Dec. 17<sup>th</sup>). You should propose marketing strategies for the company in the second written document (due on Jan. 14<sup>th</sup>). In Week 9, you will present your analyses on the company and marketing proposals. Each team will have 15 minutes for presentation. Each team will submit a report to indicate the tasks that each team member has accomplished, along with their second written document on Jan. 14<sup>th</sup>.

Given the difficulty of group work, you will work on a shorter project on your own if you take the class online.

## **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 is scheduled on Jan. 21<sup>st</sup> or 22<sup>nd</sup>. 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 will be announced later. The students who are taking the class online will take the final exam online. Detailed arrangements and regulations will be announced in Week 9.

## **4. Miscellaneous (BUT IMPORTANT)**

### **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.

### **CLASS ROOM POLICIES**

Do not use devices such as cell phones and laptops. 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.

### **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. (1) No more than 30% can receive A+, A or A-; (2) No more than 90% can receive B or above.

**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**

<b>WEEKS &amp; DATES</b>		<b>TOPICS</b>	<b>READINGS</b>	<b>NOTES</b>
1	Nov. 19 <sup>th</sup> Thursday	Introduction of Marketing Management	Chapters 1 & 2	
	Nov. 23 <sup>rd</sup> Monday	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	Case & Project Guidelines
2	Nov. 26 <sup>th</sup> Thursday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	
	Nov. 30 <sup>th</sup> Monday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 5	
3	Dec. 3 <sup>rd</sup> Thursday	Customer Buying Behavior	Chapter 6	Case Assignment Israeli Wines
	Dec. 7 <sup>th</sup> Monday	Customer Buying Behavior	Chapters 5 & 6	Case Discussion Israeli Wines
4	Dec. 10 <sup>th</sup> Thursday	Marketing Information/ Marketing Research	Chapters 8 & 9	
	Dec. 14 <sup>th</sup> Monday	Marketing Information/ Marketing Research 4P Strategy: Product	Chapters 8 & 9	
5	Dec. 17 <sup>th</sup> Thursday	4P Strategy: Product		Group Project Assignment Part 1
	Dec. 23 <sup>rd</sup> Wednesday	4P Strategy: Product 4P Strategy: Place	Chapters 8 & 9	
6	Dec. 24 <sup>th</sup> Thursday	4P Strategy: Place	Chapters 10, 11, 12	
	Dec. 28 <sup>th</sup> Monday	4P Strategy: Promotion	Chapters 13, 14, 15	Case Assignment Beyond Meat
7	Dec. 31 <sup>st</sup> Thursday	4P Strategy: Promotion	Chapters 13, 14, 15	Case Discussion Beyond Meat
	Jan. 4 <sup>th</sup> Monday	4P Strategy: Promotion/ Project Consultation		TBA
8	Jan. 7 <sup>th</sup> Thursday	4P Strategy: Price	Chapters 16 & 17	
	Jan. 11 <sup>th</sup> Monday	4P Strategy: Price	Chapters 16 & 17	
9	Jan. 14 <sup>th</sup> Thursday	Final Review Group Project Presentations		Group Project Assignment Part 2
	Jan. 18 <sup>th</sup> Monday	Group Project Presentations		



**CASE WRITTEN ASSIGNMENTS & DISCUSSION DATES**

<b>WEEKS</b>	<b>CASES</b>	<b>RELEVANT TOPICS</b>	<b>CASE DISCUSSION</b>
3	Case 1: ISRAELI WINES IN CHINA	<ul style="list-style-type: none"><li>• Market opportunities</li><li>• Market development</li><li>• Consumer buying behavior</li><li>• Cultural differences</li></ul>	Dec. 7 <sup>th</sup> Monday
6	Case 2: Beyond Meat	<ul style="list-style-type: none"><li>• Product development</li><li>• Positioning &amp; Targeting</li><li>• Marketing Strategies</li><li>• Cultural difference</li></ul>	Dec. 31 <sup>st</sup> Thursday