

Course Information

Instructor: Jooyoung Park

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Office Hour: Mon & Thu 3:30pm – 5:20pm

Classes:

Lectures: Tue & Fri, 10:30pm – 12:20pm

Venue: PHBS Building, TBD

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
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. 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.	
	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
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.

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.

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. 20th) of case discussion dates (Sept. 22nd & Oct. 24th). 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/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.

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 by midnight, Oct. 10th Tuesday). You should propose marketing strategies for the company in the second written document (due on Nov. 10th). On Nov. 10th, you will present your analyses on the company and marketing proposals. Each team will have 15 minutes for presentation. Your management of presentation time will be counted in the presentation grade.

When coming to the class on Nov. 10th, please bring a hard copy of your second written document and a report to indicate the tasks that each team member has contributed to the team project (including two written documents and presentation). 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 week 9 (potentially, 7-9pm on Nov. 7th and will fix in class). 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. Detailed arrangements and regulations will be announced in Week 8.

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 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. 5 th Tuesday	Introduction of Marketing Management	Chapters 1 & 2	
	Sept. 8 th Friday	Marketing Strategy Planning Evaluating Opportunities	Chapters 2 & 3	Case & Project Guidelines
2	Sept. 12 th Tuesday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 4	
	Sept. 15 th Friday	STP Strategy: Segmentation, Targeting, and Positioning	Chapter 5	
3	Sept. 19 th Tuesday	Customer Buying Behavior	Chapter 6	<i>Case Assignment Beyond Meat</i>
	Sept. 22 nd Friday	Customer Buying Behavior	Chapters 5 & 6	Case Discussion Beyond Meat
4	Sept. 26 ^h Tuesday	Marketing Information/ Marketing Research	Chapters 8 & 9	
	Sept. 27th Wednesday	Marketing Information/ Marketing Research 4P Strategy: Product	Chapters 8 & 9	
5	Oct. 10 th Tuesday	4P Strategy: Product		<i>Group Project Assignment Part 1</i>
	Oct. 13 th Friday	4P Strategy: Product 4P Strategy: Place	Chapters 8 & 9	
6	Oct. 17 th Tuesday	4P Strategy: Place	Chapters 10, 11, 12	
	Oct. 18th Wednesday	4P Strategy: Promotion Project Consultation	Chapters 13, 14, 15	
7	Oct. 20 th Friday	4P Strategy: Promotion	Chapters 13, 14, 15	<i>Case Assignment Bose Corporation</i>
	Oct. 24 th Tuesday	4P Strategy: Promotion		<i>Case Assignment Bose Corporation</i>
8	Oct. 31 st Tuesday	4P Strategy: Promotion 4P Strategy: Price	Chapters 16 & 17	
	Nov. 3 rd Friday	4P Strategy: Price	Chapters 16 & 17	
9	Nov. 7th Tuesday	Final Exam		
	Nov. 10 th Friday	Group Project Presentations		<i>Group Project Assignment Part 2 & Group Project Report</i>

CASE WRITTEN ASSIGNMENTS & DISCUSSION DATES

WEEKS	CASES	RELEVANT TOPICS	CASE DISCUSSION
3	Case 1: Beyond Meat	<ul style="list-style-type: none">• Market opportunities• Market development• Consumer buying behavior• Cultural differences	Sept. 22 nd Friday
7	Case 2: Bose Corporation	<ul style="list-style-type: none">• Consumer buying behavior• Communication strategy• Marketing Strategies• Big data	Oct. 24 th Tuesday