



BJ/BUSN 340 Marketing Management

Term: Fall 2020

Instructor: Naixiang Feng

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Meeting time: Every Thursday 9am-12pm

Classroom: 303

Language of Instruction: English

Total Hours: 45= class sessions + required field class(es)

REQUIRED TEXTBOOK

P. Kotler and G.Armstrong, *Principles of Marketing*, 17th Edition, Pearson Prentice Hall, 2018, ISBN 978-0-13-449251-3

SUGGESTED READINGS

Current periodicals, such as The Wall Street Journal, The New York Times, Economist, Business Week, Fortune, Financial Times.

RECOMMENDED BOOKS

Handbook of Marketing, edited by Barton A. Weitz and Robin Wensley, Sage Publications 2002 (also in paperback, 2006). This “major retrospective and prospective review of research on marketing ...provides a comprehensive reference” [book jacket] and is geared to the doctoral student. A copy is on reserve.

Marketing Management, 15th edition, Philip Kotler and Kevin Lane Keller, Prentice Hall, 2016. This textbook provides a comprehensive review for those familiar with marketing and a solid introduction for those new to the field. You should be familiar with the content of this book or its equivalent.

Marketing, 11th edition R. A. Kerin, S.W. Hartley, and W. Rudelius, McGraw Hill/Irwin, 2013. This textbook provides basic some fundamental marketing concepts, a very good companion to Kotler’s textbook.

Essential Readings in Marketing edited by Leigh McAlister, Ruth N. Bolton & Ross Rizley, Marketing Science Institute, 2006 and *Essential Readings in Marketing*, New Advances in 2006-2010, Bolton & Rizley, editors, Marketing Science Institute, 2010.
Marketing Classics: A Selection of Influential Articles, 8th edition, Ben M. Emis, Keith K. Cox, Michael P. Mokwa, Prentice Hall, 1995.

COURSE DESCRIPTION

Marketing Management aims at providing an overview of marketing, including the strategic marketing process, seeking marketing opportunities through environmental

analysis, consumer and organizational buying behavior, market segmentation and target market selection, and marketing mix development including introductions to product, pricing, integrated marketing communications and marketing channels. The ethics and social responsibility of marketing occupies an important place in the textbook. The course is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a variety of business settings. The course makes extensive use of “real world” examples and skill developing activities to explore the major decisions that marketing managers face in their efforts to balance the organization’s objectives and resources against needs and opportunities in the marketplace. Regardless of your academic background or career interest, Marketing Management should help you by providing valuable knowledge and insight about a business function that profoundly affects both organizations and society as whole.

COURSE OBJECTIVES

After completing this course, students should be able to:

1. Understand and use basic marketing terminology and concepts, understand the basics of marketing and planning.
2. Describe the elements of the marketing mix and how these elements are integrated in the marketing strategy.
3. Appreciate and understand the role of the customer in marketing, planning, target marketing, and positioning strategy.
4. Understand the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
5. Consider the global marketing environment and the impact on marketing strategy.

TEACHING METHODS

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each class, plus supplementary readings as listed and augmented as the course progresses.

Students are strongly recommended to have an updated understanding of current events. Active learning will turn out to be enriching to the overall course and class discussions. For this course, it is strongly recommended (and even required) to keep yourself up to date through newspapers such as the Financial Times, Wall Street Journal, and weekly magazines, such as the Economist, the Forbes and Businessweek.

COURSE REQUIREMENTS

Class assignments will be given after class. They are given to reinforce the concepts discussed in the lectures and from the text. It is essential that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights

become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

COURSE EVALUATION

The students will be evaluated on the basis of their performance as follows:

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| A. Class participations and attendance | 20% |
| B. Midterm Exam | 20% |
| C. Current Marketing Development Presentations: | 20% |
| D. Final presentations: | 40% |

In Total: 100%

About course evaluation:

A. Class participation. Everyone's active participation is essential. Each student should contribute to class discussions and be professional in his or her contributions. Participation is evaluated qualitatively and quantitatively. I expect on-point comments, questions, and active, regular involvement in classroom and online discussions. Contributions are particularly valued when they a) demonstrate thorough analysis of the readings, b) contribute insight into current marketing and research practices, and c) build upon others' contributions. Question, analyze, expand, reflect, and recommend—don't just agree or disagree with others or restate facts. We are learning together; this should be a collaborative process.

Absence from class will reduce your opportunity to participate and thus will adversely impact your grade. If you cannot attend class, please post your written assignments in advance for the benefit of the class.

This will earn you partial credit.

B. Midterm exam is inclusive of textbook materials.

C. Current Marketing Development Presentations:

Each student is required to sign up to present a short summary (5 minutes maximum) of at least two articles on separate days that they find interesting related to current marketing related topics found in the popular press such as newspapers, magazines, or online publications. This summary should not exceed 5 minutes and should provide in a succinct form details of the article or news report and how it relates to the marketing topic scheduled for discussion. In addition, you must provide at least two thoughtful questions related to the article to generate some class discussion. Please ensure that the topic that you choose to present in the class relates to our scheduled topic of discussion for that day (refer to the course schedule in this syllabus) and that you have some convincing reason to bring it to the attention of the class. In any class session, I will permit a maximum of three of these presentations on any class day. Date assignments which will be given in order of first come first serve requests. The requirements for articles that are acceptable for presentation are as follows:

- 1) Must be from a source not more than 6 months old and you should bring a hard copy of the article being presented with the date and source of the publication visible. Make sure you write your name on the printed copy
- 2) Must relate to the topic scheduled for discussion on the date you choose to present. Hence, if you find an interesting article related to product development, make sure you ask for a presentation date for the day when that topic is scheduled to be discussed in class.
- 3) Must be able to articulate clearly
 - a. why you found the article interesting
 - b. how it relates to the topic scheduled to be discussed in class
 - c. what questions might arise relevant to businesses or marketing as a result of the issues presented in the article.

D. Final presentations will be done in teams. A team consists of 4-6 students gives a presentation on topics relevant to what we learnt from *marketing management*, topics should be agreed with the instructor beforehand. The presentation should be 15-20 minutes long (each member of the team is required to speak), grade will be given on the group basis, but may vary in accordance with performance of each speaker. This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentations interesting.

Assignments and examinations will be graded according to the following grade scale:

- A 90-100
- A- 85-89
- B+ 82-84
- B 78-81
- B- 75-77
- C+ 72-74
- C 68-71
- C- 64-67
- D 60-63
- F below 60

ADDITIONAL COURSE POLICIES

Students are requested to read the chapters in advance, as well as prepare the additional texts/ business classes. This will give the students a clear idea about the concepts exposed during class and makes them benefit from the course to the maximum degree.

Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor

for evaluation. Violation of the rules of academic honesty may lead to suspension or

disqualification of the student from further study at the University.

Grammar, spelling, lay-out and punctuation are important during your career. Please do use the appropriate tools before submitting any assignment.

Policy on Late Assignments:

Late assignments will receive a zero grade unless you have discussed the reasons for turning it in late with me in advance of the due date and the reasons are acceptable to me. In any event, late assignments will be accepted for up to 5 university working days with a penalty of 20% of the assignment points taken off for each school day that the assignment is late. After five working days, the assignment will not earn any credit. If you turn in a late assignment in any form except in person, it is your responsibility to check with me as soon as possible to ensure that I received it to ensure receiving appropriate credit.

COURSE OUTLINE

This schedule is subject to change. Chapter readings refer to Kotler & Armstrong’s Principles of Marketing, 17th edition

DATE	TOPICS	ASSIGNMENTS
Week 1	Course overview and logistics. Personal goals for the course. What is marketing? What is the current state of marketing practice? Chapter 1 Creating And Capturing Customer Value	Read: Syllabus, online <i>Course Home</i> . Kotler Table of Contents, Chapter 1, topic articles Chapter 2 Due: a) Personal data sheet (in class) b) Personal introduction (in class and online)
Week 2:	Chapter 2. Company And Marketing Strategy Some history of marketing thought and practice.	Read: Chapter 3 Due: final presentation group
Week 3	Analyzing the Marketing Environment PPT Presentation: China’s Marketing Entry	Read: Chapter 4

Week 4	Managing Marketing Information to Gain Customer Insights PPT Presentation: Consumer behaviors between the Chinese and Western consumers	Read: Chapter 5
Week 5	Consumer Markets and Consumer Buyer Behavior	Read: Chapter 6
Week 6: 6 October	Business Markets and Business Buying Behavior	Read: Chapter 8
Week 7:	Product, Services, and Brands: Building Customer Value PPT Presentation: Branding in China	Prepare for Midterm exam
Week 8	Midterm Exam (Chapters 1-6)	Read: Chapter 10
Week 9	Pricing: Understanding and Capturing Customer Value PPT Presentation: Prices under Planned Economy and Market Economy	Read: Chapter 11
Week 10	Pricing Strategies Case Analysis: Ikea	Read: Chapter 13
Week 11	Retailing and Wholesaling Case Analysis: E-commerce in China	Read: Chapter 15
Week 12	Advertising and Public Relations PPT Presentation: Advertising in China	Read: Chapter 19
Week 13	The Global Marketplace Case Analysis: Why some global companies fail in China?	Prepare for Final Presentations
Week 14	Final Presentations	