

Syllabus of Record



Program: CET Shanghai

Course Code / Title: (SH/MKTG 310) Marketing Management

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / Business Administration and Management, Communication and Media Studies

Language of Instruction: English

Prerequisites/Requirements: None

Description

Marketing Management provides an overview of the field of marketing and is designed to help students learn about and apply the basic concepts and practices of modern marketing 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 an organization’s objectives and resources against its needs and opportunities in the marketplace. Marketing Management offers valuable knowledge and insight about a business function that profoundly affects both organizations and society as whole.

Topics covered include 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 are a theme throughout the course.

Objectives

At the end of this course students will be able to:

- comprehend the basics of marketing and employ basic marketing terminology and concepts
- describe the elements of the marketing mix and analyze how these elements are integrated in a marketing strategy
- appreciate the role of the consumer in marketing, planning, target marketing, and positioning strategy
- understand the environments in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments
- conceptualize the global marketing environment and its impact on marketing strategy

Course Requirements

This course uses a combination of lecture and active learning methods. Students participate in several in-class exercises that reinforce the concepts discussed in the lectures and assigned readings. Active participation and course engagement is required. Students are to attend each class and field-based course component, as outlined in the CET Attendance Policy.

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Students are strongly encouraged to stay up-to-date in their knowledge of current events through newspapers such as the *Financial Times* and *Wall Street Journal* and weekly magazines such as *The Economist*, *Forbes*, and *Businessweek*, as well as consultancies including McKinsey & Co., Bain and Co., and Edelman.

Homework assignments reinforce the concepts discussed in the lectures and the readings. Class lectures and discussions assume that students arrive to class prepared, with all assigned coursework completed for each class session. In this format of lecture and active learning, individual contributions, questions, and insights are critical to both individual and group learning. An effective class session occurs only if students are actively involved in the learning process.

Graded assignments include:

- Class preparation and participation. Participation is evaluated qualitatively and quantitatively and should demonstrate on-point comments, questions, and active, regular involvement in all aspects of the course. 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. Students question, analyze, expand, reflect, and recommend in a collaborative process.
- A midterm examination.
- Current marketing development presentations. These are short summaries of at least two articles of students' own choosing presented at two separate class sessions. The presentations are on current marketing-related topics found among respected business media (newspapers, magazines, or online publications) or reports from renowned consultancies. They are not to exceed five 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 that day. In addition, students raise at least two thoughtful questions related to the article or report to generate class discussion. There should be a convincing reason to bring your summary to the attention of the class. There is a maximum of three of these presentations on any class day, and students sign up for class on a first come first serve basis.
- Final presentations are done in teams. Teams of approximately 3-4 students give a presentation on topics relevant to marketing management. The professor must approve each group topic in advance. Presentations are 15-20 minutes long, and each member of the team is required to speak. Grades are given on the group basis, including a small percentage on the presentation skills of each team member. This is an opportunity to be creative with visual aids and charts. The creation of PowerPoint or Prezi slides is required. Students are encouraged to include a mock-up for advertising, new packaging, a video, or another example of their marketing concept to make innovative presentations.

Grading

Students are evaluated on the basis of their performance as follows:

- 20% Class preparation and participation
- 20% Midterm exam

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- 20% Current marketing development presentations (2 at 10% each)
40% Final team presentations (in which 10% is an individual score)

Readings

Kotler, Philip T., and Gary Armstrong. *Principles of Marketing*. 17th edition. Pearson Education, 2018.

Selected topical supplemental readings and case studies

Outline of Course Content

- Topic 1 – Defining marketing and the current state of marketing practice
- Topic 2 – Creating and capturing customer value
- Topic 3 – Company and marketing strategy
- Topic 4 – Analyzing the marketing environment
 - China’s marketing entry
- Topic 5 – Managing marketing information to gain customer insights
- Topic 6 – Consumer markets and buyer behavior
 - Contrasting Chinese and Western consumer behaviors
- Topic 7 – Business markets and business buying behavior
- Topic 8 – Product, services, and brands
- Topic 9 – Building customer Value; Branding in China
- Topic 10 – Pricing; Understanding and capturing customer value
 - Prices in planned economies and markets
- Topic 11 – Pricing Strategies
 - Case analysis: Ikea
- Topic 12 – Retailing and Wholesaling
 - Case Analysis: E-commerce in China
- Topic 13 – Advertising and Public Relations
 - Advertising in China
- Topic 14 – The global marketplace
 - Case Analysis: Why some global companies fail in China