

LINGNAN UNIVERSITY
Department of Marketing & International Business
BUS2205 Marketing Management – L5
Course Description and Schedule
Second Term, 2023-24

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Credit Hours: Three hours per week, one term

Brief Course Description and Objectives:

This **functional core course** introduces the fundamental concepts of marketing to students. The objectives of the course are to equip students with the foundation knowledge of marketing and to give students an integrated approach to develop a marketing plan. Working along the strategic marketing process, during which the process is divided into planning, implementation, and control phases, a basic marketing framework for developing a marketing strategy will be introduced to students via such tools as in-class activities (e.g., case studies, in-class group discussions and presentations), online quizzes, an individual written assignment, and a final assessment to integrate what the students have learnt in the class.

The course fits in the liberal arts education philosophy of the University in that it emphasizes self-learning and gives students a holistic view of how marketing functions in an organization as a management philosophy and as an activity.

Learning Outcomes:

After taking this course, students should be able to:

1. apply the concepts and theories learnt to marketing situations and make appropriate decisions using a strategic marketing perspective (LO1)
2. broaden their managerial perspective of marketing from a business enterprise's point of view (LO2)
3. improve their analytical skills and be able to think critically and creatively (LO3)
4. present their findings and recommendations in a concise, convincing and logical way via written works (LO4)
5. make oral presentations with good communication skills such as using appropriate vocabulary, visual aids, etc. (LO5)

Measurement of Learning Outcomes:

1. A group project assesses how well the students can apply and integrate the various marketing concepts to address the marketing problems and challenges found in practice (LO1, LO2, LO3 and LO5).
2. A mid-term multiple choice test and a final essay-based examination are used to assess students' understanding of the key concepts and principles of marketing management (LO1 and LO2).
3. e-Book and Connect learning system to help students learn faster and more efficiently, and to reinforce what they have learnt in class (LO1 and LO2). Optional online quizzes are offered by the Connect system to provide information to students which can allow them to track their progress and performance and identify their own strengths and weaknesses.
4. An individual written assignment requires each student to develop alternative strategies to extend the product life cycle of a given brand and present the findings and recommendations in a report in a concise, convincing, and logical way (LO1, LO3 and LO4).

Measurement of Learning Outcomes	Weights	Learning Outcomes				
		LO1	LO2	LO3	LO4	LO5
Group Project	20%	✓	✓	✓		✓
Mid-term Test	15%	✓	✓			
Individual Written Assignment	15%	✓		✓	✓	
Final Exam	50%	✓	✓	✓		

The rubrics for assessing the group project and the individual assignment are attached at the end of this course outline. To evaluate individual contribution to a group assignment, a peer evaluation among team members will be conducted. Each team member will fill in a team evaluation form to assess whether the workload is equitably distributed among the team members.

Student Performance Assessments:

Group Project	20%
Mid-term test	15%
Individual Written Assignment	15%
Final Exam	<u>50%</u>
	100%

Textbook:

Kerin, R. A. and Hartley, S. W. (2022), *Marketing*, 16th edition, McGraw-Hill Education.

<https://apbookshop.com/LNU>

Students are encouraged to access the self-learning platform provided by the McGraw-Hill Connect link, <http://connect.customer.mheducation.com/student-start/>, to assist their learning.

Supplementary Materials

Students should keep themselves updated with the recent developments in marketing by reading periodicals, such as Advertising Age, Business Horizons, The China Quarterly, Harvard Business Review, Marketing News, Media, Wall Street Journal, South China Morning Post, Bloomberg Businessweek, Time, Fortune, and The Economist.

Course Requirements:

1. **Group Project:** Students in team will act as a Marketing Consultant advising the best way to introduce a 'foreign' product to the Hong Kong market. Students are required to prepare a marketing plan for the product introduction including the objectives, target segment, positioning, and the marketing mix that should be used. Each group will make a 25-minute presentation of their work at the end of the term.
2. **Mid-term test:** A multiple choice test (40 questions) will be arranged online. **The mid-term test date: 25 March 2024 4:45pm-5:30pm.** Coverage of the test will be provided in due course.
3. **Individual Written Assignment:** Each student will develop alternative strategies to extend the product life cycle of a given brand in Hong Kong. A student will assume the position as a marketing manager and suggest at least two strategies to extend the product life cycle. A written report of about 800 words (A4 size, font 12, double spaced, excluding tables and appendices) will be submitted through Turnitin in the Moodle System by **17 April 2024, 11:59pm.**
4. **Final Exam:** There will be a written assessment at the end of the term. All materials of the course will be covered. The assessment paper will normally consist of a case study and a couple of essay type questions.

Important Notes to Students

1. Students are expected to spend a total of 6 hours (i.e., 3 hours of class contact and 3 hours of personal study) per week (for a term of 14 weeks) to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarized ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
5. ChatGPT and other Generative AI tools are expected and allowed for use in written assignments. AI output used in assessment tasks should be properly referenced. For example, students may be required to submit a list of the “prompts” they gave to get content used in coursework and essays.

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Venue: SEK205 / Time: Friday 13:30-16:30

Course Schedule and Assignments:

Class Dates	Topics Covered	Learning Outcomes	Activities & Assignments
12-Jan	Course Overview & Requirements Understanding Marketing (Ch1)	Define what marketing is and discuss its role in the society; understand the importance of creating values and managing profitable customer relationships	Self-introduction
19-Jan	Strategic Marketing Process (Ch2)	Discuss the major decisions involved in developing the marketing mix, the implementation challenges and control activities	
26-Jan	The Marketing Environment (Ch3)	Examine the various environmental forces in which a company operates	Project team formation
2-Feb	Consumer Behavior (Ch5)	Understand the stages of the purchase decision process and the factors influencing this process	
9-Feb & 16 Feb	Chinese New Year Holidays (No class)		
23-Feb	Marketing Research (Ch8)	Identify the major purposes of marketing research, the major methods by which such research is undertaken and the challenges of organizing market research activities.	
1-Mar	Identifying Market Segments and Targets (Ch9)	Explain how attractive market segments are identified and products are positioned for competitive advantages	
8-Mar	Product Decisions (Ch10-11)	Identify how products are classified and understand how companies develop new products. Explain the concept of product lifecycle and understand the importance of branding	
15-Mar	Product Decisions (Ch10-11)	Explain the concept of product lifecycle and understand the importance of branding	
22-Mar	Channel Decisions (Ch15)	Discuss the functions that channel members perform and the nature and importance of channel management	Midterm test @ (25 March 2024) Individual Assignment Briefing
29-Mar	Good Friday (No class)		

5-Apr	Integrated Marketing Communications (Ch18)	Discuss the process and the advantages of IMC and describe the major decisions involved in developing an IMC campaign	
12-Apr	Pricing Decisions (Ch13-14)	Identify the factors affecting the pricing decision, and the general approaches to setting price	Individual Assignment due @ 17 April 2024
19-Apr	Course Review/ Final project presentations		
26-Apr	Final project presentations		

Class schedule may vary based on actual delivery of lecture.

Appendix 1
Assessment Rubric for Group Project

Assessment Criteria	Weight	Mastering (8 – 10 marks)	Developing (5 – 7 marks)	Emerging (0 – 4 marks)
Ability to identify the market opportunities, define the target market, and market positioning	30%	<ul style="list-style-type: none"> ▪ Able to identify market opportunities (with justifications) and clearly define target market ▪ Develop market positioning 	<ul style="list-style-type: none"> ▪ Able to identify market opportunities and target market, and provide partially relevant justifications ▪ Only show partial positioning 	<ul style="list-style-type: none"> ▪ Only able to identify market opportunities and target market, but unable to provide relevant justifications ▪ Unable to show relevant positioning
Ability to develop the marketing mix to achieve the marketing objectives and to meet the needs and wants of the target consumers	30%	<ul style="list-style-type: none"> ▪ Able to develop a marketing mix to meet the needs and wants of the target consumers ▪ Able to develop cohesive marketing mix to create synergy ▪ The marketing mix is relevant to achieve the marketing objective 	<ul style="list-style-type: none"> ▪ Only able to develop a partially relevant marketing mix to meet the needs and wants ▪ Only able to develop a partially cohesive marketing mix ▪ The marketing mix could only meet some marketing objectives 	<ul style="list-style-type: none"> ▪ The marketing mix is not relevant to meet the needs and wants ▪ The marketing mix could not meet the marketing objectives
Ability to show how the marketing mix could differentiate the product(s) from competitors	20%	<ul style="list-style-type: none"> ▪ The positioning strategy could differentiate the product(s) from competitors ▪ Relevant marketing mix to achieve market positioning 	<ul style="list-style-type: none"> ▪ The market positioning is not too distinct from competitors ▪ The marketing mix is only partially relevant to the market positioning 	<ul style="list-style-type: none"> ▪ The market positioning could not differentiate from competitors and the marketing mix could not achieve the market position
Presentation Effectiveness	20%	<ul style="list-style-type: none"> ▪ Fluent and logical sequence without reading the script ▪ Clarity of explanation ▪ Good eye contact ▪ Speak clearly and loudly for the audience to hear ▪ Use appropriate language ▪ Good visual aids ▪ Good coordination among team members ▪ Finish on time 	<ul style="list-style-type: none"> ▪ The presentation flow is not too smooth ▪ Some members could not avoid reading the scripts ▪ Explanation sometimes confused ▪ Little eye contact ▪ Some members could not speak professionally ▪ Fair use of visual aids ▪ Acceptable coordination among members ▪ Finish on time 	<ul style="list-style-type: none"> ▪ The presentation flow is not fluent and smooth ▪ Most members read the script with weak voices ▪ Inappropriate use of languages ▪ Little visual aids ▪ Weak coordination among members ▪ Could not finish on time
Total	100%	Total Marks = (Marks obtained for each criterion) x (weight for each criterion)		

Appendix 2
Assessment Rubric for Individual Written Assignment

Assessment Criteria	Weight	Mastering (8 – 10 marks)	Developing (5 – 7 marks)	Emerging (0 – 4 marks)
Application of the concepts learnt	20%	<ul style="list-style-type: none"> ▪ Able to apply the concepts to develop alternative strategies ▪ Able to show how the strategy matches with the company vision/mission ▪ Able to show how the company expertise or resources can support the strategy to be implemented 	<ul style="list-style-type: none"> ▪ Limited use of the concepts to identify alternative strategies ▪ Only partially show how the strategy matches with the mission/vision ▪ Only partially show how the strategy could be supported by the existing company expertise and resources 	<ul style="list-style-type: none"> ▪ Unable to apply the concepts learnt ▪ Unable to show whether the strategy matches with the mission/vision and supported by the company expertise and resources
Justification of demand potential	20%	<ul style="list-style-type: none"> ▪ Able to collect relevant information or evidence to indicate demand potential 	<ul style="list-style-type: none"> ▪ Only limited information or evidence to indicate demand potential 	<ul style="list-style-type: none"> ▪ Unable to collect relevant information or evidence to support the demand
Differentiation from competitors	10%	<ul style="list-style-type: none"> ▪ Able to show how competitive differentiation could be achieved through, for example, product superiority, excellent services, distinct image or any other ways that are attractive to consumers 	<ul style="list-style-type: none"> ▪ Only a partial picture could be provided to show competitive differentiation 	<ul style="list-style-type: none"> ▪ Unable to show competitive differentiation
Relevance of recommendations	10%	<ul style="list-style-type: none"> ▪ Able to show the risks for each suggested strategy ▪ Able to prioritize the alternative strategies and make recommendations accordingly 	<ul style="list-style-type: none"> ▪ Only limited supports could be provided to make recommendations 	<ul style="list-style-type: none"> ▪ Unable to provide supports for the recommendations made
Creativity	30%	<ul style="list-style-type: none"> ▪ Identifies a full set of salient issues ▪ Offers numerous novel and relevant ideas ▪ Offers new ideas that are different from current practices and can provide competitive differentiation ▪ Draws plausible connections between three or more different aspects ▪ Pursues unexpected avenues fruitfully 	<ul style="list-style-type: none"> ▪ Identifies a limited number of issues ▪ Offers a limited number of novel and relevant ideas ▪ Offers ideas that are only slightly different from current practices and might be copied by competitors without too much efforts ▪ Draws plausible connections between two different aspects ▪ Pursues predictable paths in an active manner 	<ul style="list-style-type: none"> ▪ Fails to identify salient issues ▪ Offers no ideas that are both novel and relevant ▪ Offers ideas that are similar to current practices and no competitive differentiation could be achieved ▪ Does not draw plausible connections between different aspects ▪ Follows predictable paths in a passive manner
Writing quality	10%	<ul style="list-style-type: none"> ▪ Smooth flow of concepts and ideas throughout the report ▪ Show citations in professional manner (e.g., proper use of APA or Harvard style) ▪ Few spelling and grammar errors and correct use of sentence structure 	<ul style="list-style-type: none"> ▪ The flow is logical, but not concise, a bit boring and uneven and difficult to read through ▪ Some incorrect use of citation style ▪ Some spelling and grammatical mistakes found 	<ul style="list-style-type: none"> ▪ The reader is not interested to read through the report when finishing the introduction section ▪ Incorrect use of citation style ▪ Many spelling and grammatical mistakes
Total	100%	Total marks = (Marks obtained for each criterion) x (weight for each criterion)		