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Peng Ling (BU 205, 2616-8242, l2peng@ln.edu.hk)

Credit Hours: Three hours per week, one term

Brief Course Description and Objectives:

This course introduces the fundamental concepts of marketing to all students. The purpose is to give students an integrated approach to marketing. Working along the strategic marketing process, the subject is divided into planning, implementation, and control phases. Various tools such as situation analysis through environmental scanning and SWOT analysis, market-product grid, marketing program, and planning and controlling of marketing strategies are presented.

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 philosophy and as an activity. It is a functional core course and takes a sectional approach.

Learning Outcomes:

After taking this course, students should be able to:

1. Apply concepts and theories to marketing situations and make appropriate decisions using a strategic marketing perspective.
2. Broaden their managerial perspective of marketing from a business enterprise’s point of view.
3. Improve their analytical skills
4. Present their findings and recommendations in a concise, convincing and logical way via written work, such as case studies and written assignments
5. Make oral presentations with good communication skills such as using appropriate vocabulary.

Measurement of Learning Outcomes:

1. A mid-term test and final examination assesses students’ understanding of the nature of marketing management.
2. A group project involving a case study requires students to address marketing issues with related concepts and theories.
3. Case discussions, class participation, group presentation and other activities require students individually or in teams to explain the applicability of concepts and theories to real life marketing decisions.

4. Written work (individual written assignment) requires students to present their findings and recommendations in a concise, convincing, and logical way.

The criteria for assessing group presentations are shown in Appendix 1 on page 5. To evaluate individual contribution to each group assignment, a peer evaluation will be conducted at the end of the term. Each team member must fill in a team evaluation form (as shown in Appendix 2 on page 6) to assess whether the workload is equitably distributed among the team members.

Assessments:

- Examination: 50%
- Case Study Presentation: 15%
- Mid-term Test: 15%
- Individual Written Assignment/2nd Term Test: 15%
- Class Participation: 5%

100%

Textbook:


References:

Students should keep themselves updated with the recent developments in marketing by reading periodicals. The following is a partial list of good choices to read regularly.


Course Requirements:

1. Test: There will be a one-hour term test to assess students’ understanding of the concepts learnt. Tentatively, the term test is scheduled for **October 20, 2008** (Monday) from 5:30 p.m. to 6:30 p.m., and will cover chapter 1 to 7.

2. Case Study: Students are expected to apply marketing logic to solve realistic business problems. They are required (in teams of four to six of their own choice) to prepare for verbal presentations in classes. The students are only required to hand in their Powerpoint materials immediately before their presentations. Each presentation will last for about 20 minutes and a Q & A will then follow. All cases come from the text.
3. Individual Written Assignment/2nd Term Test: Each student will choose a topic related to some current issues in marketing and collect information from various sources (e.g. library, Internet, electronic data bases, personal interviews with key informants etc.) related to the chosen topic. The student is required to submit a written report of the findings and recommendations/discussions by Dec 5, 2008 (Friday). The length of the report should be around 1000 words (A4 size, double space, excluding tables and appendices). The subject lecturer may elect to conduct a second term test to replace the individual written assignment.

4. Class Participation: Students are encouraged to participate in class discussions. One will lose participation marks for low attendance, consistent lateness, disturbing behavior, etc. However, high attendance does not necessarily mean a high participation mark.

5. Final Examination: There is a two-hour written examination at the end of the term. All materials taught in the course may be covered. There is normally a case study and a couple of essay questions.

Course Schedule:

Please refer to the next page for details of the course schedule and assignments. Chapters and pages refer to Kotler et. al. (2009).

Meeting Time and Venue:

The instructor will determine whether make-up classes are required for classes suspended because of holidays and other activities. Please refer to the schedule of meeting times and venues provided by the Registry and note the following submissions:

1. Confirmation of team members (by September 19, 2008).
2. Submission of case presentation Powerpoint materials (immediately before each presentation).
3. Submission of individual written assignment (by Dec 5, 2008)
## Course Schedule and Assignments:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics Covered</th>
<th>Learning Outcomes</th>
<th>Activities</th>
<th>Chapter(s)</th>
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</thead>
</table>
| 1    | Understanding Marketing      | Define what marketing is and discuss its role in the society; understand the importance of managing profitable customer relationships                                                                                  | • Discuss with students the course requirements.  
• Video: Dunkin’s Donuts   | 1          |
| 2    | Strategic Marketing Process  | Discuss the marketing management process and analyze the environment in which a company operates                                                                                                               | Case Discussion: Pizza Hut (HKMA Marketing Excellent Award, 2005)            | 2-3        |
| 3    | Managing Marketing Information| Understand various information collection methods & advantages and limitations of each                                                                                                                         | Video: Burke                                                              | 4          |
| 4    | Consumer Behavior            | Understand the stages of the buyer decision process and the factors influencing this process                                                                                                                   | Video: Wild Planet                                                        | 5          |
| 5    | Business Buyer Behavior      | Identify the major factors that influence the business buyer                                                                                                                                                 | Video: Eaton                                                              | 6          |
| 6    | Identifying Market Segments and Targets | Explain how attractive market segments are identified and products are positioned for maximum competitive advantages                                                                                     | Video: American Express                                                  | 7          |
| 7    | Product, Services and Branding Strategy | Define product and services, and describe various features of products such as branding, packaging, labeling, and support services                                                                 | Video: Procter & Gamble                                                  | 8          |
| 8    | New Product Development and Product Life Cycle | Understand how companies develop new products and manage products through their product life cycles                                                                                                        | Mid-Term Test (Oct 20, 2008, Monday, 5:30 p.m – 6:30 p.m.)                | 9          |
| 9    | Pricing Strategy             | Identify some of the internal and external factors affecting the pricing decision, and contrast the three general approaches to setting price                                                                | Video: Song Airlines                                                     | 10-11      |
| 10   | Marketing Channels & Supply Chain Management | Discuss the functions channel members perform and the nature and importance of logistics management                                                                                               | Class Discussion                                                         | 12         |
| 11   | Integrated Marketing Communications | Discuss the process and the advantages of IMC and describe the major decisions involved in developing an IMC campaign                                                                                      | Video: Motorola                                                          | 14         |
| 12   | Case Presentations           | **Case Presentation 1 and 2:**  
• Case 1 – Red Bull: Charging into the Future (p. 56)  
• Case 2 – Victoria’s Secret Pink: Keeping the Brand Hot (p. 142)  
**Case Presentation 3 and 4:**  
• Case 3 – Kodak: Changing the Picture (p. 162)  
• Case 4 – L’Oreal: An Image Makeover in India (p. 195)  | **Case Presentation 3 and 4:**  
• Case 3 – Kodak: Changing the Picture (p. 162)  
• Case 4 – L’Oreal: An Image Makeover in India (p. 195)  | -                       |
| 13   | Case Presentations           | **Case Presentation 5 and 6:**  
• Case 5 – Shanghai Tang: China’s First Great Luxury Brand? (p. 228)  
• Case 6 – Neptunus Group: Taking on China’s Healthcare (p. 396)  | Class Discussion                                                        | -                       |
| 14   | Advertising and Public Relations | Examine the role of advertising and public relations in the promotion mix                                                                                                                                   | Course Review and Exam Briefing                                           | 15         |
# Appendix 1

## Group Presentation Assessment Criteria

<table>
<thead>
<tr>
<th>Section</th>
<th>Group</th>
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<tbody>
<tr>
<td>Case Assigned</td>
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<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Organization of Presentation Content</td>
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<tr>
<td>Effectiveness of Presentation Skills</td>
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<td>Coordination among Group Members</td>
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<td>Ability to identify problems/issues</td>
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<td>Relevance of recommendations to the problems/issues identified</td>
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<td>Ability to handle questions and queries</td>
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<td>Others</td>
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Marks ________________________________

- 5 -
Appendix 2

BUS205 Marketing Management – Team Evaluation Form

Student’s Name: ________________________________ Instructor: ________________

Assume that you have $100 to divide among the members of your team (including yourself) based on each member’s overall contribution to the case study. The team member whose contribution was the greatest should receive the largest share of the $100. The member whose overall contribution was smallest would receive the smallest amount. In the space below, please write the names of your team members - including yourself - and the dollars you feel they deserve:

<table>
<thead>
<tr>
<th>Name</th>
<th>The Case Presentation</th>
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<td>TOTAL</td>
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Now, use the following space to write a few sentences explaining the major strengths of the strongest member of your team and the major weaknesses of the weakest member of your team (excluding yourself):

Strongest member’s name: ________________________________
Comments: ____________________________________________
______________________________________________________
______________________________________________________
______________________________________________________
______________________________________________________

Weakest member’s name: ________________________________
Comments: ____________________________________________
______________________________________________________
______________________________________________________
______________________________________________________
______________________________________________________