

**National Taiwan University**  
**Graduate Institute of International Business**

**Fall 2011**

**Marketing Management**

Professor: Dr. J. Chris Lin  
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**Course Objective:**

The purpose of this course is to (1) provide an overview of marketing management as a managerial challenge; (2) familiarize students with marketing mix related knowledge; and (3) enable students to improve the ability of working marketing problems and projects out as a team.

Lectures, class participation, case discussions and group activities are designed to help students LEARN as more as possible in FUN and INTERESTING ways.

**Tentative Course Requirements:**

Class Attendance and Participation (Required)  
Group Exercises and Case Discussions  
Individual Homework  
Exams  
Group Term Project

**Positive attitude, commitment and teamwork are highly required for this course.  
The professor will track and help your progress throughout the semester.**

## **Tentative Course Topics**

**A Revised Full Version Will be Distributed in the First Week of the Fall Semester**

1. Course Introduction
2. Overview of Marketing Management and Environment
3. Customer Value, Satisfaction and Loyalty
4. Understanding Consumers through Marketing Research
5. Segmentation, Targeting and Positioning
6. Building Strong Brands (1)
7. Building Strong Brands (2)
8. Midterm Exam
9. Customer Value Oriented Pricing Strategies
10. Services Marketing (1)
11. Services Marketing (2)
12. Managing Marketing Channels (1)
13. Managing Marketing Channels (2)
14. Managing the Marketing Communication (1)
15. Managing the Marketing Communication (2)
16. Determinants of Marketing Success
17. Group Project Presentation
- 18. Final Exam**