

National Taiwan University
Marketing Management
Course Syllabus
Fall, 2012

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Text: *Principles of Marketing* by Philip Kotler and Gary Armstrong, the thirteenth edition, Pearson Prentice Hall, 2010, 高立出版社。

Course Objectives: The objectives of the course are to introduce you to marketing concepts, and strategies and to familiarize you with the elements of marketing mix. Moreover, through the discussion of cases included in the text, we hope to sharpen your skills for critical analytical thinking and effective communication. The applications of game theory in marketing strategies might be freely introduced in the course.

Grades: Grades will be determined in the following way:

Midterm Exam	30%
Final Exam	30%
Class Participation, Group case write-ups and projects	40%

Group Case Write-Up: Three cases (see the class schedule below) in the text will be discussed in class. You will form groups of five to seven to analyze cases. Each group needs to discuss and analyze those cases in advance. Moreover, each group has to upload the files of their case-write-ups **before 5pm the day before the class** in which the respective case will be discussed. Also, one group will be randomly chosen to present their analysis in class (less than 15 minutes). Only one volunteer group is able to present its analysis in class. The credits given to both the volunteer group and to the random group will depend on the quality of the presentation. The group(s) which volunteers to present has to upload its power point files **not later than 5pm the day before the class**. Late reports will not be accepted. The length of the group case-write-ups cannot exceed 10 pages.

Final Project: In order to apply what you have learned in the course to real marketing issues, each group has to conduct some marketing analysis for its chosen target company in Taiwan. The written reports will be due **before 5pm on Jan. 2**. Each group should be prepared to present its analytical results in class one week before the final. More will be discussed in the process of the course.

Class Schedule

Week	Date	Topic	Cases (To be announced)	Chapter #
1	9/14	Introduction		1
2	9/21	Marketing Environment		3, 17
3	9/28	Company and Marketing Strategy		2
4	10/5	Customer Analysis		5
5	10/12	Competitor Analysis	Case1	18
6	10/19	Segmentation, Targeting and Positioning		7
7	10/26	Positioning <i>(Preliminary thoughts about your final projects are due.)</i>		
8	11/2	Marketing Research	Case2	4
9	11/9	Midterm		
10	11/16	Product, Service and Branding Strategies		8
11	11/23	Marketing Communication Strategies		14
12	11/30	Advertising and Sales Promotion Strategies		15-16
13	12/7	Distribution Strategy	Case 3	12
14	12/14	Pricing		10-11
15	12/21	New Product Development		9
16	12/28	Other Marketing Issues		
17	1/4	Project Presentations(Written reports are due on 1/2)		
18	1/11	Final		

Lecture notes for the first few weeks will be available on www.ba.ntu.edu.tw/chousy.