

National Taiwan University
Marketing Management
Course Syllabus
Fall, 2012

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Text: Phillip Kotler and Kevin Lane Keller, Marketing Management: The 13th Edition, Prentice-Hall, Inc., 2009, which can be purchased from New-Moon (新月) Publishing company.

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, 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-Ups: You will form groups of five to seven to analyze **three** cases (see the class schedule below), some of which are drawn from *Principles of Marketing* by Kotler and Armstrong. Each group need discuss and analyze those cases in advance. Moreover, group case-write-ups for **the three cases** are due at **5pm of 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 (in less than 15 minutes). Only one volunteer group (with my consent if more than one group volunteers) will present its analysis in class. The credits given to the volunteer 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 of the final projects will be due **before 5pm on Dec. 31**. Each group needs to present its analytical results in class one week before the final. More will be discussed in the process of the course.

Class Schedule

The tentative schedule is as follows:

Week	Date	Topic	Cases (To be announced)	Chapter #
1	9/13	Introduction		1, 5
2	9/20	The New Economy		19
3	9/27	Strategic Planning		2
4	10/4	Marketing Environment	Case 1	3
5	10/11	Customer Analysis		6
6	10/18	Competitor Analysis		11
7	10/25	Segmentation, Targeting and Positioning (Preliminary thoughts about your final projects are due.)		8, 10
8	11/1	Marketing Research	Case2	4
9	11/8	Midterm		
10	11/15	Pricing		14
11	11/22	Product, Service and Branding Strategies		12-13
12	11/29	Marketing Communications		17
13	12/6	Advertising, Sales promotion, and Public Relations	Case 3	18
14	12/13	Distribution Strategies		15
15	12/20	New Product Strategy		20
16	12/27	Other Marketing Issues		
17	1/3	Project Presentation (written reports are due on 12/31)		
18	1/10	Final		

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