

National Taiwan University  
Marketing Management  
Course Syllabus  
Fall, 2015

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**Text:** Phillip Kotler and Kevin Lane Keller, *Marketing Management: The 15th Edition*, Pearson Education Limited 2016, which can be purchased from Hwa-Tai (華泰) 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 to four** 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 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 6-10 minutes, depending on the number of v-group chosen). Only one or two volunteer groups will be selected to present their analyses in class. The credits given to the volunteer group will depend on the quality of the presentation. All groups also have to upload its power point files **not later than 5pm the day before the case discussion day (The minimum number of slides is three for groups which do not volunteer)**. 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. Some preliminary thoughts about your final projects are due on **Oct. 28, 2015**. The written reports of the final projects will be due **before 5pm on Jan. 4, 2015**. 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 (subject to change)	Chapter #
1	9/17	Introduction		1, 5
2	9/24	The New Economy		19
3	10/1	Strategic Planning		2
4	10/8	Marketing Environment		3
5	10/15	Customer Analysis	<b>Case 1: Stubhub</b>	6
6	10/22	Competitor Analysis		11
7	<b>10/29</b>	Segmentation and Targeting ( <b>Preliminary thoughts about your final projects are due on Oct. 28.</b> )		8
8	<b>11/5</b>	Positioning	<b>Case 2: Harvard Case</b>	10
9	<b>11/12</b>	<b>Midterm</b>		
10	11/19	Marketing Communications		17
11	11/26	Advertising, Sales promotion, and Public Relations		18
12	12/3	Product, Service and Branding Strategies	<b>Case 3: Red Bull</b>	12-13
13	<b>12/10</b>	Pricing		14
14	12/17	Distribution Strategies	<b>Case 4</b>	15
15	12/24	New Product Strategy		20
16	12/31	No Class		
17	<b>1/7</b>	Project Presentation ( <b>written reports are due on 1/4</b> )		
18	<b>1/14</b>	<b>Final</b>		

The lecture notes for the first few weeks and some supplemental notes (if any) will be available on [www.ba.ntu.edu.tw/chousy/lecture2.html](http://www.ba.ntu.edu.tw/chousy/lecture2.html).