

## MARKETING MANAGEMENT

<b>Class Times: 2:20 – 5:20 PM, Thursday</b>	<b>Lecturer: HSIEH, Ming-huei</b>
<b>Office: R913, Building II, College of Management</b>	<b>Office Hour: 3:00-5:00PM, Wednesday</b>

### Course Objectives

This course is designed to provide an informed appreciation of marketing as an academic subject as well as an increasingly important management practice. Linked to this attempt are the three following aims: i) To provide students with fundamental knowledge of marketing concepts and the marketing process, and its role in relation to company strategy. ii) To understand the marketplace and consumers by examine the characteristics of volatile marketing environment and exploring customer buying behavior. iii) To focus on the planning and implementation of a marketing strategy and marketing mix. In additions, extending marketing issues including e-commerce, global marketing and marketing ethics will also be covered.

### Teaching and Learning Strategy

The objective of this course is to expose you to the marketing discipline from a conceptual, analytical and pragmatic perspective. As such, the course will be conducted using a combination of course lectures and in-class discussions over case studies. While the lecturer introduces marketing disciplines and its latest development, the cases offer all participants an opportunity to demonstrate their abilities in capitalizing on what has been learned from this course.

All students are encouraged to contribute to the discussions such that everyone can participate the discussion and benefit from the pool of valuable, personal resources. To stimulate maximum responses from the audience, the instructor strongly urges ALL students to complete the reading assignment by the date noted on the class schedule.

The lecture note, cases as well as other supplement materials will be uploaded to the website a week before the class. Students are able to access to those materials by logging into <ftp://ftp.ib.ntu.edu.tw> .

### Major Categories of Assessment

#### **A. Case study Written Report (3-4 pages group written report): 30%**

Students are expected to work in groups of **FIVE to SEVEN** for discussing cases prior to attending to the class. Working as a group, students should summarize the case and offer insights in response to the questions attached to each case. Nevertheless, students are free to address issues beyond the ones attached. The lecturer will evaluate groups' performance based on the quality of content, organization and clarity of the submitted written report.

#### **B. Midterm and Final exam: 40%**

Midterm and Final will mainly consist of multiple choice questions, approximately 20-30 questions.

#### **C. Mini Project: 20%**

Each group is responsible for submitting a term paper of the mini project. By week 7, each group should choose a firm or brand as the research target. Group members should then constantly observe and research the development of the firm/brand under investigation. As a general guideline, the paper should focus on 1) the **description** of the marketing strategies and tactics adopted by the firm/brand (e.g., STP strategies or marketing mix) adopted by the chosen brand/firm, and 2) the **explanation** of the adoption of particular strategy/tactic by exploring the underlying factors (i.e., macro or micro environment) that could affect the decision. The topics suitable for your mini-project will be discussed in due time.

#### **D. Class Participation: 10%**

Throughout the semester, students will be evaluated based on (1) attendance in case discussion; (2) preparation for case studies/papers; and (3) contributions to the discussions.

## Core textbook

Gary Armstrong and Philip Kotler: "Marketing: An Introduction," eighth edition, Person Edition, 2007. (華泰文化代理)

## Course Outline

Week 1	02/21	Introduction: reviewing the syllabus
2	02/28	國定假日
3	03/06	//Lecture: Managing Profitable Customer Relationships (chapter 1)
4	03/13	//Lecture: Company and marketing strategy (chapter 2)
5	03/20	Case 2: Dunkin' Donuts //Lecture: The Marketing Environment (chapter 3) //Supplement readings: The Rebuilt Marketing Machine, Business Horizons, 2006
6	03/27	<b>Case 2.1: Subway</b> //Lecture: Managing Marketing Information (chapter 4) //Supplement readings: Are foreign Banks Sure Winner in Post-WTO China? Business Horizons, 2006.
7	04/03	Case 4: IRI //Lecture: Consumer and Business Buyer Behavior (chapter 5) //Supplement readings: Knowledge Acquisition Through Case Study development: A Student Researcher Perspective
8	04/10	Case 5: Sony Metreon //Lecture: STP: Building the right relationships with the right customers (chapter 6) //Supplement readings: Cross National Buyer-Seller relationship, Journal of International Business Studies, 1992
9	04/17	<b>Mid-term</b>
10	04/24	<b>Case 5.1: BMW International</b> //Lecture: Product, Service and Branding Strategy: Building the right relationship with the right customer (chapter 7) //Supplement readings: Brand Positioning Through Advertising in Asian, North American and Europe..., Journal of Marketing, 1999
11	05/01	Case 15: Starbucks // Lecture: New Product development and PLC Strategies (chapter 8) //Supplement readings: Emotional Branding and The Strategic Value of Doppelganger, Journal of Marketing, 2006. //Discussion and Finalizing Topic of Term Paper
12	05/08	Case 8: eGO //Lecture: Price Considerations and Strategies (chapter 9) //Supplement readings: Time versus Market Orientation in Product Concept Development: Empirically-Based Theory Generation, Management Science, 1997
13	05/15	<b>Case 21.6: Jetblue</b> //Lecture: Marketing Channel and Supply Chain Management (chapter 10) //Supplement readings: Pricing Process as a Capability: The resource-based perspective, Strategic Management Journal, 2003.
14	05/22	<b>Case 16.2: Wal-Mart</b> //Lecture: Retailing and wholesaling (chapter 11) //Supplement readings: Multiple Channel Strategies in European Personal Computer Industry, Journal of International Marketing, 2002.
15	05/29	<b>Case 17.1: REI</b> // Lecture: IMC: Advertising, sales Promotion and Public Relations (chapter 12) // Supplement readings: The Retail Power-Performance Conundrum: What have we learned?, Journal of retailing, 2001.
16	06/05	Case 13: Moto // Lecture: Lecture: Integrated Marketing Communications: Personal Selling and Direct (chapter 13)
17	06/12	<b>Final exam</b>

\*The contents of course outline are subject to change.