

National Taiwan University
Department of International Business

Marketing Management

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Course Description

The course is designed to help the students learn the basic concepts of modern marketing in a management-orientation way. The most basic objectives of this course are to provide you with a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision-making.

Like other IB courses, you will be expected to familiarize with the ‘language of marketing’ (i.e., terms, concepts, and frameworks) used by practicing marketing managers, and have a solid understanding of the major decision area under marketing responsibility. It focuses on major decisions that marketing manager faces in their efforts to harmonize the objectives and resources of the organization with the needs and opportunities in the marketplace. Within time limits, this class attempts to cover all the topics that a marketing manager needs to face in strategic, tactical, and administrative marketing.

The objectives of this course are

1. To familiarize the students with the marketing concepts and techniques, and to develop skills in using a variety of analytical frameworks to implement such techniques.
2. To develop the skills in organizing an effective marketing management strategy in a real business world.

By the end of the course, you should be able to apply the key frameworks and tools for analyzing customers, competition, and marketing strength and weakness. The class materials should also help you to develop insights about creative selection of target markets and blending the marketing mix decisions to maintain competitive positions and serve customer needs.

Learning Materials

Textbook

Hoffman et al. (2005), Marketing Principles and Best Practices, 3/e, South-Western, Thomson, Mason, Ohio. (華泰書局)

Reference Books

Blattberg, Robert C., Gary Getz, and Jacquelyn S. Thomas (2001), *Customer Equity: Building and Managing Relationships as Valuable Assets*, Harvard Business School Press, Boston, Massachusetts.

Lilien, Gary L. and Arvind Rangaswamy (2003), *Marketing Engineering: Computer- Assisted Marketing Analysis and Planning*, Pearson Education, NJ.

Koch, Richard (1998), *The 80/20 Principle: The Secret of Achieving More with Less*, Doubleday, New York, NY.

Grading Policy:

The grade will be based on two exams (25% *2) and one titanic term paper of which is composed of a series of homework assignments (50%). The exams will be designed to measure how well the students have absorbed the text, assigned readings, and lecture material. Every each one of you is required to hand in a term paper on marketing filed. ***Late paper will NOT be accepted.*** Performance of class participation will be considered as extra points (10% maximum) and to be added to the final grade.

Course Agenda

1. (Week 1, 2/17) Introduction to Course Philosophy, Structure, and Policy

2. (Week 2, 2/24)

- Lecture: 1. The Heterogeneous and Dynamic in Consumer Behavior
2. Four Schools of Marketing Discipline
- Assignments: 1. Decide a topic (a brand/product/service/industry) for the term paper.
2. Preview Chapter 1.

3. (Week 3, 3/3)

- Lecture: 1. Satisfy Consumer Needs – Reactive Marketing Paradigm
2. Shape Consumer Needs – Proactive Marketing Paradigm
- Assignments: 1. Apply Reactive and Proactive Marketing thoughts to your project.
(Section 1 and 2 of Term Paper)
2. Preview Chapter 4 Evaluating Opportunities in the Changing Marketing Environment.

4. (Week 4, 3/10)

- Lecture: 1. Individualize Consumer Needs – Interactive Marketing Paradigm
2. Extend Consumer Needs – Chain-Reactive Marketing Paradigm
- Assignments: 1. Discuss how to implement the concepts of Interactive and Chain-reaction Marketing theory to your project. (Section 3 and 4)
2. Preview Chapter 2 Strategic and Marketing Planning.

5. (Week 5, 3/17)

- Lecture: Marketing Planning and Its Environments
- Assignments: 1. Conduct an analysis of BCG portfolio model for your project. (Sec. 5)
2. Preview Chapter 6 Consumer Behavior

6. (Week 6, 3/24)

- Lecture: Consumer Buying Behavior and Decision Making (I)

- Assignments:
1. Major market/consumer trends. (Sec. 6)
 2. The Roles in Group Decision. (Sec. 7)
 3. Cut out two recent advertising: one full-page color as from a magazine and one large display from a newspaper. Indicate which **involvement segments** (High vs. Low) are being targeted to in each case. Prepare for class discussion.
 4. Preview Chapter 7 Business-to-Business Marketing

7. (Week 7, 3/31) Hand in the first part of Term Paper, Section 1~7.

- Lecture:
1. Consumer Buying Behavior and Decision Making (II)
 2. Business-to-Business Marketing and Customer Value
- Discussion: Panel discussion: High/Low involvement ads.
- Assignments:
1. Make a High or Low Involvement Strategy analysis, including yours and competitors. (Sec. 8)
 2. Illustrate how consumer makes purchase decision about your product. Be prepared to discuss how the answers you put in each of five stages process would affect the marketing mix. (Sec. 9)
 3. Preview Chapter 8 Marketing Segmentation and Target Markets.

8. (Week 8, 4/7)

- Lecture: Market Segmentation and Product Positioning
- Assignments:
1. List the types of current and potential segmenting dimensions and explain which you would try to target first in your project. (Sec. 10)
 2. Use Intuitive (Non-quantitative) Method to construct the perceptual map for developing positioning strategy. (Sec. 11)
 3. Preview Chapter 5 Marketing Research and Information System.

9. (Week 9, 4/14) Midterm Exam (25%)

10. (Week 10, 4/21)

- Lecture: Decision Support System and Marketing Research
- Assignments:
1. In your own words, describe how a marketing decision support system might help your project company and explain why such a system can add to the value of a marketing planning process. (Sec. 12)
 2. Preview Chapter 9 Product Decisions.

11. (Week 11, 4/28)

- Lecture: Product Strategy (I) – Product category, Product Life Cycle
- Assignments:
1. What type of “product” your company and competitors are offering? From the differentiation strategy perspective, how would you define your product category in the future? (Sec. 13)
 2. What are some characteristics of a new product that will help it to move through the early stages of the product life cycle more quickly? Briefly discuss each characteristic, illustrating with the product of your project. (Sec. 14)
 3. Preview Chapter 9 New-Product Development

12. (Week 12, 5/5) Hand in the second part of Term Paper, Section 8~14.

- Lecture: Product Strategy (II) – New Product Development Strategy

- Assignments:
1. Explain the importance of an organized new-product development process and illustrate how it might be used for your project company. (Sec. 15)
 2. Apply the exactly same format of Conjoint Analysis as shown in the class to design a new product that maximizes the consumer's preference. (Sec. 16)
 3. Preview Chapter 10 Services Marketing.

13. (Week 13, 5/12)

- Lecture: Services Strategy
- Assignments:
1. Setup a "Customer Relationship Management (CRM)" system for your project company. (Sec. 17)
 2. Preview Chapter 11 Marketing Channel and Distribution
 3. Preview Chapter 12 Retailing and Wholesaling

14. (Week 14, 5/19)

- Lecture: Distribution and Channel Strategy
- Assignments:
1. Discuss and suggest the best channel structure for your project company and how your marketing executive monitors channel members' performance. (Sec. 18)
 2. Preview Chapter 13 Integrated Marketing Communications

15. (Week 15, 5/26)

- Lecture: Integrated Marketing Communications: Advertising & Promotions
- Assignments:
1. Write up an ad and sales promotion action plan to carry out the strategies you did in the previous sections. (Sec. 19)
 2. Preview Chapter 15 Pricing Strategies and Determination.

16. (Week 16, 6/2)

- Lecture: Pricing Strategy
- Assignments:
1. Design the price structure and price schedule for your project. (Sec. 20)

17. (Week 17, 6/9)

- Lecture: Strategic Database Marketing
- Assignments:
1. Conclude all your analysis in one page of "Executive Summary".

18. (Week 18, 6/16)

**Hand in the third part of term paper, Section 15~20 and Executive Summary
Final Exam (25%)**