



University of International Business and Economics International Summer School

MKT 330 Marketing Management

Term: July 10th – Aug 4th, 2017

Instructor: Prof. Shali Wu

Home Institution: Kyunghee University (韩国庆熙大学)

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Teaching Assistant: TBD

Email: TBD

Discussion session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Course Description

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity.

Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy. Accordingly, the course emphasizes the following:

Primary and changing perspectives on marketing management in the New Economy.

The impact of interactive media on marketing management.

Applied marketing management and strategy, domestic and global.

An international focus in developing marketing management and strategy.

The course is intended for:

Marketing concentration students who wish to deepen their understanding of marketing management in a strategy-planning context.

Non-marketing concentration students who desire a course in marketing strategy, with a management and planning orientation.

Course Goals

To further disseminate and develop the knowledge and skills in the essential aspects of marketing management, marketing strategy, and emerging marketing applications, with a focus on the development and execution of programs, audits, and plans.



This course is concerned with the development, evaluation, and implementation of marketing management in complex environments. The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques, and models. The course addresses strategic issues such as:

- What business should we be in?
- What are our long-term objectives?
- What is our sustainable marketing competitive advantage?
- Should we diversify?
- How should marketing resources be allocated?
- What marketing opportunities and threats do we face?
- What are our marketing organizational strengths and weaknesses?
- What are our marketing strategic alternatives?

To ensure that students have a solid foundation of the fundamental marketing decision-making tools and management of all of the elements of the marketing plan, students will be provided the opportunity to apply those marketing planning and decision-making skills to case analyses. We will be building upon these principles throughout this course especially those principles that you have learned in Introduction to Marketing during the first session of the summer.

Required Text

Marketing Management, 15th edition, by Kotler/Keller, Prentice-Hall 2016, ISBN 0-13-385646-1

Required course materials

Case packet will be distributed in class when necessary.

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Grading Policy

- ◇ Exams (2 total) 20%*2
- ◇ Participation (Class+Case) 30%
- ◇ Final Project 30%

Course Hours

The course has 20 class sessions in total. Each class session is 120 minutes in length for a total of 2,400 minutes of class time. The course meets from Monday to Friday.

Grading Policy

Assignments and examinations will be graded according to the following grade scale:

A 90-100



- A– 85-89
- B+ 82-84
- B 78-81
- B– 75-77
- C+ 72-74
- C 68-71
- C– 64-67
- D 60-63
- F below 60

Class Rules

Exiting and Entering: You are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.

Laptop, PDA, and Other Electronic Device Usage: You are expected to use laptops, PDAs, and other electronic devices only with the professor’s consent and for activities directly related to the class session. Accessing e-mail or the Internet during class is not permitted as they can be distracting for peers and faculty.

Cellular Phone and Pager Usage: You are expected to keep your mobile phones and pagers turned off or have them set on silent/vibrate during class. Answering phones or pagers while class is in session is not permitted.

Other distractions-specifically identified by individual instructors such as eating in the classroom. You will learn the most from this class if you and your classmates participate fully. You all have different experiences and insights, and a great deal of what you learn in class is from each other. Thus, each one of you is expected to contribute to class discussions, which will account for 30% of your final grade.

Course Schedule

Important Note: This schedule is tentative and may change as the term proceeds. It is your responsibility to keep up with any changes which may be made.

Week	Day	Session	Date	Topic
1	MON	1	2017-07-10	Lecture 1: Defining Marketing for the New Realities <i>Sample Case Discussion</i>
	TUE	2	2017-07-11	Lecture 2: Developing Marketing Strategies and Plans Case Discussion 1: (G1)
	WED	3	2017-07-12	Lecture 3: Collecting Information and Forecasting Demand Case Discussion 2: (G2)
	THU	4	2017-07-13	Lecture 4: Conducting Marketing Research Case Discussion 3: (G3)
	FRI	5	2017-07-14	Lecture 5: Creating Loyalty Relationships Case Discussion 4: (G4)
2	MON	6	2017-07-17	Lecture 6: Analyzing Consumers Case Discussion 5: (G5)
	TUE	7	2017-07-18	Lecture 7: Analyzing Markets Case Discussion 6: (G6)

	WED	8	2017-07-19	Lecture 8: Identifying Market Segments and Targets Case Discussion 7: (G7+G8)
	THU	9	2017-07-20	MIDTERM READING
	FRI	10	2017-07-21	MIDTERM EXAM
3	MON	11	2017-07-24	Lecture 9: Brand Positioning Case Discussion 8: (G1+G2)
	TUE	12	2017-07-25	Lecture 10: Product Strategy Case Discussion 9: G3
	WED	13	2017-07-26	Lecture 11: Pricing Strategy Case Discussion 10: (G4)
	THU	14	2017-07-27	Lecture 12: Developing Integrated Marketing Channels Case Discussion 11: (G5)
	FRI	15	2017-07-28	Lecture 13: Marketing Communication Case Discussion 12: (G6)
4	MON	16	2017-07-31	Lecture 14: Managing Digital Communications Case Discussion 13: (G7)
	TUE	17	2017-08-01	Lecture 15: Managing Personal Communications Case Discussion 14: (G8)
	WED	18	2017-08-02	FINAL PRESENTATION (I): G1-G4
	THU	19	2017-08-03	FINAL PRESENTATION (II): G5-G8
	FRI	20	2017-08-04	FINAL EXAM