



**University of International Business and Economics  
International Summer School**

**MKT 330 Marketing Management**

**Term: July 13th – August 7th, 2020**

**Instructor: Dr. Dalu FANG**

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

**Office Hours: Thursday 3:00PM-5:00PM**

**Discussion session: 2 hours each week**

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

**Location: WEB**

**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 is our marketing organizational strengths and weaknesses?
- What is 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, Pearson, 2016, ISBN 978-0133856460

## Required course materials

Case packet will be distributed in class when necessary.

## Grading Policy

- ✧ Exams (2 total)                      20%\*2
- ✧ Homework                                30%
- ✧ Final Project                              30%

## Grading Policy

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

|           |        |           |       |
|-----------|--------|-----------|-------|
| <b>A</b>  | 90-100 | <b>C+</b> | 72-74 |
| <b>A-</b> | 85-89  | <b>C</b>  | 68-71 |
| <b>B+</b> | 82-84  | <b>C-</b> | 64-67 |

|           |       |          |          |
|-----------|-------|----------|----------|
| <b>B</b>  | 78-81 | <b>D</b> | 60-63    |
| <b>B-</b> | 75-77 | <b>F</b> | below 60 |

### Presentation:

The purpose of this exercise is to expose students to and stimulate students' interest in marketing practices in China, or to apply marketing theories to real world analysis. Presentation topics are scheduled in the beginning of the course. **Each group will present their analysis on one assigned topic (Topic will be released on Session 11, random from topic pool).** Video clips can be used in presentation, but they should not take more than 5 minutes. The students in the same group will get the same mark as I would assume each member contributes the same (unless otherwise noticed). The group presentations are assessed according to the following principles/guidelines:

- Provide **sufficient (background) information** so that the audience can appreciate the importance of the issues you are looking at. You are encouraged to provide relevant information from various sources.
- Try your best to **be specific** to the case. Avoid talking theories at a conceptual level. Do not explain marketing theories, unless the class did not know about them.
- The **listed questions must be addressed**. You may discuss on other issues that interest you, and you are encouraged to raise questions that baffle you.
- Finish your PowerPoint presentation in **20 minutes** (except otherwise specified) and prepare for a **5-minute Q&A**. Your presentation slides should be **no more than 25 pages**.

## 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.

| Session | Topic   |
|---------|---|
| 1       | Lecture 1: Defining Marketing for the New Realities<br>Sample Case Discussion   |
| 2       | Lecture 2: Developing Marketing Strategies and Plans<br>Case Discussion 1: (G1)   |
| 3       | Lecture 3: Collecting Information and Forecasting Demand<br>Case Discussion 2: (G2)   |
| 4       | Lecture 4: Conducting Marketing Research<br>Case Discussion 3: (G3)   |
| 5       | Lecture 5: Creating Loyalty Relationships<br>Case Discussion 4: (G4)  |
| 6       | Lecture 6: Analyzing Consumers<br>Case Discussion 5: (G5)   |
| 7       | Lecture 7: Analyzing Markets<br>Case Discussion 6: (G6)   |
| 8       | Lecture 8: Identifying Market Segments and Targets<br>Case Discussion 7: (G7+G8)  |
| 9       | MIDTERM READING   |
| 10      | MIDTERM EXAM  |
| 11      | Lecture 9: Brand Positioning (Assign topic)<br>Case Discussion 8: (G1+G2)   |
| 12      | Lecture 10: Product Strategy<br>Case Discussion 9: G3   |
| 13      | Lecture 11: Pricing Strategy<br>Case Discussion 10: (G4)  |
| 14      | Lecture 12: Developing Integrated Marketing Channels<br>Case Discussion 11: (G5)  |
| 15      | Lecture 13: Marketing Communication<br>Case Discussion 12: (G6)   |
| 16      | Lecture 14: Marketing Management in China I<br>Presentation Skill: Formulating your Marketing Plan<br>Case Discussion13: (G7) |
| 17      | Lecture 15: Marketing Management in China II<br>Case Discussion 14: (G8)  |
| 18      | FINAL PRESENTATION (I): G1-G4   |
| 19      | FINAL PRESENTATION (II): G5-G8  |
| 20      | FINAL EXAM  |