



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

MKT 330 Marketing Management

Term: June 28 - July 29, 2021

Instructor: Dr. Dalu FANG

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

Office Hours: Thursday 3:00PM-5:00PM Rm522 @ NingYuan Building

Discussion session: 2 hours each week

Teaching Assistant: TBD

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 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.

Teaching and Learning Methodology:

The teaching/learning approach includes lectures, class discussion and group presentations. A class usually starts with lecture (one hour or more), followed by discussion, presentations, and tutorial.

Lecture slides, teaching materials, and students' presentations and reports will be posted ahead of class.

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 Thursday.

Grading Policy:

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

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	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.

Case Discussion:

During the intense class schedule, a case discussion will be hold by every two lectures. Every group have to read the case materials and analysis the case. all teams should address the questions listed in the Assignments. For each case, one teams will be assigned to lead the discussion with the assigned questions. The total number of case discussion will be adjusted by the size of class.

A sample discussion will be hold in the introduction session.

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**.

Adjustments for optional online course:

In case of epidemic or other possible courses, our campus course has to be switched into online course. All the session will turn to videos or live-stream with ZOOM (include Case discussion and final presentation by students). There will be **NO DIFFERENCE** in the course schedule.

There will be some difference in the way of participation counting, which will include the number of videos finished in time, participation of case discussion and present of final project. Grading Policy will be rescheduled, and there will be a **New Assignment** of "Reviews of the articles" with 10% weight and the weight of Participation and Final Project will be adjust from 30% to 25% for each.

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	Date	Topic
1	2021-6-28	Lecture 1: Introduction to course Sample Case Discussion, Final Groups Set Up
2	2021-6-29	Lecture 2: Defining Marketing for the New Realities
3	2021-6-30	Lecture 3: Developing Marketing Strategies and Plans Case Discussion 1: (G1)
4	2021-7-01	Lecture 4: Collecting Information and Forecasting Demand
5	2021-7-05	Lecture 5: Creating Loyalty Relationships Case Discussion 2: (G2)
6	2021-7-06	Lecture 6: Analyzing Consumers
7	2021-7-07	Lecture 7: Analyzing Markets Case Discussion 3: (G3)
8	2021-7-08	Lecture 8: Identifying Market Segments and Targets
9	2021-7-12	MIDTERM READING (Chapter 1,2,3,5,6,7,9)
10	2021-7-13	MIDTERM EXAM (Chapter 1,2,3,5,6,7,9)
11	2021-7-14	Lecture 9: Brand Positioning (Assign topic) Case Discussion 4: (G4)
12	2021-7-15	Lecture 10: Product Strategy
13	2021-7-19	Lecture 11: Pricing Strategy Case Discussion 5: (G5)
14	2021-7-20	Lecture 12: Developing Integrated Marketing Channels
15	2021-7-21	Lecture 13: Marketing Communication Case Discussion 6: (G6)
16	2021-7-22	Lecture 14: Presentation Skill: Formulating your Marketing Plan
17	2021-7-26	Lecture 15: Marketing Management in China Case Discussion 7: (G7)
18	2021-7-27	FINAL PRESENTATION (I): G1-G4
19	2021-7-28	FINAL PRESENTATION (II): G5-G7
20	2021-7-29	FINAL EXAM (Chapter 10,13,16,17,19)