

**DEPARTMENT OF BUSINESS ADMINISTRATION  
COLLEGE OF COMMERCE  
NATIONAL CHENGCHI UNIVERSITY**

**ETP MARKETING MANAGEMENT**

3 credit hours

***Spring 2010***

- A. Instructor:** Professor Chang, Yegmin 張逸民  
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**Class Room & Hours:** Rm306 Comm Building, Tuesday 2:10 - 5:00pm  
**Office Hours:** Tuesday & Wednesday 11:00 - 12:00am or by appointment

**B. Books**

1. Textbook:

Armstrong and Kotler, Marketing: An Introduction, 10<sup>th</sup> ed., Pearson/Prentice Hall, 2011.

**C. Course Description:**

This is an introductory course. Marketing is an essential function of business. Without selling products to customers, any business enterprise cannot survive. Marketing is about how to provide products and services that meet customer needs and create customer satisfaction and then to build a long term relationship with customers so they become loyal patrons. All corporations and organizations inevitably adopt a marketing orientation to pursue their goals. Students in the course will learn the basic concepts of marketing, how to prepare a marketing plan that involves 4P decisions: product, pricing, physical distribution, and promotion. Issues of internet marketing, global marketing, and ethics are also explored.

*Jobs and careers of Marketing and Sales:*

Marketing and sales are two major area of recruitment in all sizes of enterprises. There are always job vacancies for all levels of sales positions. As the marketing function is more emphasized and is playing an increasingly important role in all kinds of organizations, profit or non-profit, in Taiwan, marketing has become a very attractive career choice.

*Prerequisites to this course:*

A term of introductory course in economics is required. Students are encouraged to pick up basic knowledge of fundamental accounting and statistics in order to have a good grip of this course.

This course is open to all students with sophomore or above standing.

**D. Course Objectives**

The objectives of the course are to introduce students to the role of marketing in an organization. Specifically, the objectives are

- (1) To develop a deeper understanding of the role of marketing within the business community.
- (2) To analyze the cultural, economic, political, legal, and technological factors which affect marketing.
- (3) To foster a better appreciation of the ethical considerations which apply to a marketing arena.
- (4) To provide an up-to-date overview of selected topics from the field of marketing.

**E. Grading Policy**

|                                      |     |
|--------------------------------------|-----|
| (1) Midterm                          | 25% |
| (2) Final exam                       | 35% |
| (3) Case presentation, Show-and-Tell | 30% |
| (4) Participation                    | 10% |

*Quiz* is mainly multiple-choice questions and each lasts 20min

*Mid-term and final exams* may have short essay questions and last 100min.

*“Show and Tell”* activity is a marketing case exercise in which students are randomly assigned a marketing concept and then students collect information of marketing cases that demonstrate a successful application or execution of the concept and show-and-tell to the class during the class hours. Presenters may prepare at most 5 PPT slides to present the case.

*Participation* includes attending the class, raise course-relevant questions, and actively taking part in discussion,

**General Instruction to SHOW AND TELL presentation;**

A. General question:

- Show and Tell a company whose marketing practice demonstrates a successful application or execution of \_\_\_\_\_ (a marketing concept or analytic framework or a set of related concepts/frameworks or theory in general drawn from a particular chapter.).
- B. The company chosen for presentation could be a local Taiwanese or an international company or a local company in an exchange student's country.
  - C. The learning goal is for the presentation group to learn how to identify a case showing good applications of important marketing concepts and frameworks and how to elucidate the concepts/frameworks in light of the marketing practice.
  - D. The presentation group will be evaluated by these criteria
    - 1) The relevance of the case to the marketing concepts/frameworks drawn from a particular chapter (30%)
    - 2) The case is interesting (20%)
    - 3) The practice-theory linkage is intellectually enriching to the class. (We all have learned something from the presentation!) (40%)
    - 4) Presentation time and Q&A skills (10%)
  - E. Your presentation should not exceed 10 minutes.
  - F. Post your presentation ppt to the learning website.
  - G. It is a group work. Every group member should take part in the preparation of presentation. All group members may not be required to present but should be available for Q&A.

### F. Class Policies

Each student is expected to read the assigned readings, prepare assigned questions, and participate in class discussions. It is the student's responsibility to reconcile any differences or conflicting materials between the instructor's presentation and the textbook, if any. The student is also responsible for all announcements which are made during class.

A word of extreme caution: Any academic misconduct will be punished severely.

## Course Schedule

| Week | Date | Content                      |
|------|------|------------------------------|
| 1    | 2/22 | Introduction                 |
| 2    | 3/1  | Chapter 1 Marketing Overview |

|    |      |  |
|----|------|--|
| 3  | 3/8  | Chapter 2 Company and Marketing Strategy       |
| 4  | 3/15 | Chapter 3 Marketing Environment                |
| 5  | 3/22 | Quiz & Chapter 4 Marketing Information System  |
| 6  | 3/29 | Chapter 5 Consumer Behavior                    |
| 7  | 4/5  | Memorial Day No Class                          |
| 8  | 4/12 | Chapter 6 Marketing Strategy                   |
| 9  | 4/19 | Chapter 7 Product                              |
| 10 | 4/26 | Midterm exam                                   |
| 11 | 5/3  | Chapter 8 New Product Development              |
| 12 | 5/10 | Chapter 9 Pricing                              |
| 13 | 5/17 | Chapter 10 Marketing Channels                  |
| 14 | 5/24 | Quiz & Chapter 11 Retailing & Wholesaling      |
| 15 | 5/31 | Chapter 12 Promotion, Advertising & PR         |
| 16 | 6/7  | Chapter 13 Personal Selling & Direct Marketing |
| 17 | 6/14 | Chapter 14 Direct and Online Marketing         |
| 18 | 6/21 | Final Exam                                     |