

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**COLLEGE OF CEMMERCE**  
**NATIONAL CHENGCHI UNIVERSITY**  
**Marketing Management (Tentative)**  
**Spring 2013**

**A. Instructor:** Dr. Chia-Lin Lee

E-mail: clee@nccu.edu.tw

Phone: 02-2939-3091 Ext. 88180

Class Hours: Monday 14:10 - 17:00

Office: Res. Building; Room 916

Office Hours: Thursday 14:00-17:00 (by appointment)

**B. Books**

**1. Textbook**

Armstrong, G. and P. Kotler (2013), *Marketing: An Introduction*, 11<sup>th</sup> ed., Upper Saddle River, NJ: Pearson Education, Inc. (Hwatai Corp.: 02-2377-3877).

**2. Recommended Books**

Kotler, P, K. Keller, S. H. Ang, S. M. Leong and C. T. Tan (2009), *Marketing Management: An Asian Perspective*, 5th ed., Singapore: Pearson Education.

**C. Course Objectives**

This course aims to provide the basic concepts, analytical tools, and strategic thoughts of marketing management. From a managerial point of view, this lecture will focus on the important tactics and principles of planning and execution of marketing. This lecture will be composed of three parts: the first section offers the definition of marketing and the basic knowledge of marketing research; the second part consists of the market behavior and S-T-P tactics; the third section provides the details of product marketing and branding, placing, promotion, as well as pricing strategies.

The course activities will include classroom discussions, case presentations, and the term paper. Students are expected to have a better understanding toward the rationale behind the marketing activities after joining this course.

**D. Grading Policy**

Participation and in-class discussions: 15%

Assignment (written): 10%

Group Presentations: 30%

Final examination: 20%

Term paper(Oral/Written): 25%

**E. Important Policies and Notes**

Students are expected to be On Time for every lecture. Please be well-prepared for the assigned reading (see the schedule belowed) every week. Participation in-class discussions and answering questions are required and will be graded.

**1. Group**

The class should be divided into several groups (6 groups) before the second lecture.

**2. Exam**

The two exams may be composed of multiple choice questions and essay questions. Students are expected to take both exams as scheduled.

**3. Assignment**

During this semester, several assignments (3 or 4 questions in each) may be given and students have the responsibility to present her/his opinions in class. Besides, every student should submit a

one-page typed A4 statement/opinion before the class starts. Please note that late submissions will NOT be given good grades.

#### **4. Group Presentations**

TBA

#### **5. Term Paper: Marketing Plan**

*Question:* supposed that you are the marketing executives of one company. The company attempts to release a new product in a specific product category (e.g., mobile, CULV Notebook, shampoo) in Feb, 2013. Please provide a good marketing plan (from Feb. 2013 to Jan. 2014) for your boss and the board committee.

*Content:* the content should include the following items:

- a. Executive summary
- b. Situation analysis (e.g., current market situation)
- c. Competitive review
- d. SWOT analysis and positioning
- e. First-year objective
- f. Marketing strategies (4P analysis)
- g. Action programs
- h. Budgets and controls

*Time limit:* 20 minutes in total and 10 minutes for the Q&A session

Late Submission will NOT be accepted.

#### **Note:**

(1) For case presentation and term paper presentation, students will receive evaluation from their group members at the end of the semester. If all of the group members work equally, the same grade will be given to all the members. If this is not the case, the grade of team member will be adjusted based on her/his contribution to the group.

(2) Please be responsible for your own credibility: any duplicate assignment, case, presentation, and term paper will be given a grade of ZERO.

(3) Please turn off cell phone or change into the vibration mode during the class. Besides, you are not allowed to use notebook and cell phone in class.

(4) Make sure to ask for a leave in accordance with school procedures and hand over the absence form to TA. A truancy will be recorded if there is no absence form.

## CLASS SCHEDULE (TENTATIVE)

No. of Week	Topic/Reading
1	<u>Introduction</u> Reading after class: Ch. 1
2	<u>Strategic Planning</u> Reading: Ch.2
3	<u>Marketing Environment</u> Reading: Ch.3
4	<u>Marketing Research, Market Information</u> Reading: Ch. 4
5	Quiz <u>Understanding Consumer and Firm Behavior</u> Reading: Ch. 5
6	<u>Market Segmentation, Targeting, and Positioning</u> Reading: Ch. 6
7	<i>Company Visit</i>
8	Invited Talk (TBA)
9	<u>Brand Strategies I</u> Reading: Ch. 7
10	<i>After-Mid-term Presentation</i>
11	<u>Brand Strategies II</u> Reading: Ch. 8
12	Quiz <u>Pricing Strategy</u> Reading: Ch. 9
13	<i>Presentations: TBA</i>
14	Channel and Advertising Strategies Reading: Ch. 10, 11 & 13
15	<i>Term Paper Presentation (1)</i>
16	<b>Lecture Off</b>
17	<i>Term Paper Presentation (2)</i>
18	<b>Final Exam</b>

本課程與商學院願景的關連性 Adherence to Mission		
✓ Globalization 訓練國際化的能力	✓ Technology 訓練科技與應用的能力	
✓ Innovation 訓練創新的能力	✓ Humanity 人文	
本課程與本系所學程學習目標的關連性 Adherence to Program Learning Goals		
✓ 1. To educate students with professional management and leadership skills required by the industry. ✓ 2. To build up global perspective by enhancing students' foreign language abilities. ✓ 3. To cultivate communication and coordination skills with theoretical practice. ✓ 4. To train students for independent problem-solving and decision-making skills. ✓ 5. To foster positive ethical concept and moral integrity.		
本課程所運用到的教學方法 Pedagogical Methodologies		
✓ Lecture ✓ e-Learning ✓ Study Group <input type="checkbox"/> Seminar <input type="checkbox"/> Role-Playing	✓ Case Study <input type="checkbox"/> Internship ✓ Project ✓ Independent Learning <input type="checkbox"/> Theater Learning	<input type="checkbox"/> Others: _____ <input type="checkbox"/> Others: _____
本課程教授的核心能力 Student Skills, Knowledge and Attitude Enhancement		
✓ 專業知識之理論基礎 ✓ 判斷力 ✓ 專業領域之實作技巧 ✓ 決策能力 ✓ 聆聽能力	✓ 行動計畫能力 ✓ 說服力 ✓ 整合能力 ✓ 表達能力 ✓ 團隊合作能力	✓ 問題辨識能力 ✓ 對專業知識的自信心 ✓ 分析能力 ✓ 世界觀 <input type="checkbox"/> Others 其他能力: _____