

**DEPARTMENT OF BUSINESS ADMINISTRATION  
COLLEGE OF COMMERCE  
NATIONAL CHENGCHI UNIVERSITY  
Marketing Management (000350041)  
Spring 2015**

**行銷管理(學)  
103 學年度第 2 學期  
英文授課**

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

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Class Hours: Monday 14:10 - 17:00

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Office Hours: Monday 17:00-17:20 (by appointment)

**B. 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). (Must have for this lecture)

**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, and a special emphasis will be the applications of marketing practice in Taiwan.

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.

*\*\*This course will be taught in English. Hence, the "official" language in class is English. However, for important marketing concepts, the instructor will explain them both in English and Chinese. In doing so, the schedule may be delayed and some chapters listed in course schedule may not be taught.*

*Besides, in order to introduce the Taiwanese marketing tactics, during the lecture, when giving some examples corresponding to theories, the instructor may use the media advertisements/videos in Chinese for group discussions.*

**D. Grading Policy**

Participation and In-class discussions: 10%	(Individual)
Assignment: 10%	(Individual; Group)
In-class exercises: 10%	(Group)
Case/Project Presentations: 20%	(Group)
Term Paper (written): 10%	(Group)
Term Paper Presentation: 10%	(Group)
Midterm examination: 15%	(Individual)
Final exam: 15%	(Individual)

**E. Important Policies and Notes**

## **1. Participation**

Students are expected to be On Time for every lecture. Please also note that students have the obligations to read the textbook by their own before the lecture starts every week. The instructor will not go through all the details of every chapter, and introduce only the important concepts in class.

## **2. In-class Discussions & Exercises**

Discussions are required and will be graded. However the in-class discussions will be rated by both the quality and quantity of students' comments and opinions. Only those comments and opinions relevant to textbook theories will be rated "excellent".

In order to score the points of each student, students are required to prepare the name cards and will be assigned a fixed seat through the whole semester.

In-class exercises are evaluated by groups. The exercises may include video-based discussions, role-playing for business scenarios, short-case discussions, news articles discussion, and debates. The students may need to purchase the case by their own.

## **3. Group**

The class should be divided into several groups (ideally 6 groups) before the second lecture (3/4). Each group must be composed of both foreign and Taiwanese students. The leader of each group has to submit a list of the group members before Mar. 4<sup>th</sup>. The list cannot be changed during this semester. Everyone must belong to one of the groups; otherwise, he or she will be failed in this course.

## **4. Exam**

Students are required to prepare all the contents of assigned chapters in the textbook. The exams are composed of multiple choice questions and essay questions (only the final-term exam). Students are expected to take both exams as scheduled. If you cannot make it, please take leaves in advance.

## **5. Assignment**

During this semester, several assignments may be given and students have the responsibility to present her/his opinions in class. Some assignments contain individual and group work. For group work, each group should select one member to present for three minutes with slides.

The group assignments include short-cases, news articles, and collections of DM advertisements as well as media advertisements.

For individual assignments, every student should submit a one-page typed A4 statement/opinion (300 words for one question) at 3:10pm in every class. Please note that late submissions will be penalized 5% at the same day and afterward 10% per day late.

## **6. Case/Project Presentations (10% for each)**

(1) Group Project Presentation: Marketing Research & STP Practice

Topic: *Place Marketing (Chapter 7)*

Time limit: 20 minutes and 10 minutes for the Q&A session.

Content: Please pick up a city (Tainan 台南市), a town (Yuanli 苑裡鎮), or some famous region/places (Kenting 墾丁, Maokong 貓空) in Taiwan and answer the following questions:

- a. Write down the current tourist attractions at this place, and provide a SWOT analysis of their current tourism status (including the residences of current foreign visitors).
- b. Find the current promotion slogan and print/media advertisements.
- c. Choose an international city/town/region and make a comparison between their current promoting slogan and print/media advertisements.
- d. Think about how to attract more foreign visitors for the Taiwanese one (either learning from the international one or create some marketing activities/find new attractions).
- e. Design a new promoting slogan and advertisement. Explain the new segmentation variables.

Note: Please ensure that each team selects different places, no overlaps.

Hint: Tourism Attractions may include fashion art (Harajuku 原宿/Paris), historical significance (Breslaw; a major city in Poland/Akakusa 淺草/Wanhua 萬華), cultural value (Tainan 台南/Kyoto 京都), natural (花蓮 Hualian/Lake Tahoe), or modern life (New York/Seoul/Taipei), and so on.

References:

i. Websites:

<http://eng.taiwan.net.tw/>

<http://go2taiwan.net/>

<http://english.seoul.go.kr/>

<http://admin.taiwan.net.tw/statistics/year.aspx?no=134>

ii. Videos (maybe provided in this lecture)

Fun Taiwan 10 : Hakka Festival

FUN TAIWAN : VERY FUN PARK SPECIAL (粉樂町)

Discovery Taiwan: Tainan, Tanshui...

(2) Case Presentation

Topic: *To be announced.*

Time limit: 15 minutes and 10 minutes for the Q&A session.

Content: Please read the assigned cases and prepare slides to present

- a. a brief introduction of the company
- b. a short explanation of the case
- c. specify the questions and answers
- d. provide an example (other companies) relevant/similar to/with the presenting case

Note: After the presentations, discussants will be chosen from the rest of the class to offer critical questions of the presentation contents for the presenters. Each group should upload their presentation slides (at least a draft) to MOODLE before 11:30 am on the date of their presentation. Failure to do so will be penalized 35% of scores.

## **7. Term Paper: Marketing Plan (6000 words)**

*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 July, 2013. Please provide a good marketing plan (from July, 2013 to June 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:* 25 minutes in total and 10 minutes for the Q&A session.

*Deadline:* 6/24. 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**. Citations and references must be clearly indicated in every assignment.

(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) For applying sick leaves, students can bring the receipt to TA. For applying other leaves, please 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<sup>#</sup>

No. of Week	Topic/Reading
1 (2/25)	<u>Introduction</u> Reading after class: Ch. 1
2 (3/4)	<u>Marketing Process – Step 1 &amp; 2</u> Reading: Ch.1
3 (3/11)	<u>CRM &amp; Strategic Planning</u> Reading: Ch.1 & 2
4 (3/18)	<u>BCG &amp; Ansoff's Application</u> Reading: Ch. 2
5 (3/25)	<u>Marketing Environment</u> Reading: Ch. 3 Case Presentation (1 <sup>st</sup> group)
6 (4/1)	<u>Marketing Research</u> Reading: Ch. 4 Case Presentation (2 <sup>nd</sup> group)
7 (4/8)	<u>Consumer Behavior</u> Reading: Ch. 5 Case Presentation (3 <sup>rd</sup> group)
8 (4/15)	<b>Mid-term Exam</b>
9 (4/22)	<u>Segmentation, Targeting, Positioning</u> Reading: Ch. 6 Case Presentation (4 <sup>th</sup> group)
10 (4/29)	<u>Brand Strategies (I)</u> Reading: Ch. 7
11 (5/6)	<u>Brand Strategies (II)</u> Reading: Ch. 7 Case Presentation (5 <sup>th</sup> group)
12 (5/13)	<u>Pricing</u> Reading: Ch.9 City Marketing (6 <sup>th</sup> and 5 <sup>th</sup> groups)
13 (5/20 <sup>^</sup> )	<u>Marketing Ethics</u> Reading: Ch. 16 City Marketing (4 <sup>th</sup> and 3 <sup>rd</sup> groups)
14 (5/27)	Case Presentation (6 <sup>th</sup> group) City Marketing (2 <sup>nd</sup> and 1 <sup>st</sup> groups)
15 (6/3)	<u>Channel Strategy</u> Reading: Ch. 10
16 (6/10)	<u>New Product Development &amp; Channel Strategy</u> Reading Ch 8, 11
17 (6/17)	<i>Term Paper Presentation</i>
18 (6/24)	<b>Final Exam<sup>^</sup></b>

#please noted that the bilingual explanations may delay the teaching schedule. Hence the instructor has the right to adjust the schedule accordingly.

<sup>^</sup>If there is an official leave of the instructor, that lecture will be postponed to 6/24. Final exam will include both multiple questions (50%) and essay questions (50%).