



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

**MKT 330 Marketing Management**

**Term: July 17<sup>th</sup> – August 11<sup>th</sup>, 2023**

**Instructor: Dr. Dalu FANG**

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**Home Institution: University of International Business and Economics**

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

**Office Hours: TBD**

**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.

### **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.

### **Grading Policy:**

- ✧ Exams (2 total) 20%\*2      40%
- ✧ Participation (Class+Case)    25%
- ✧ Reviews of the articles        10%
- ✧ Final Project                    25%

### Grading Scale:

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

### Online 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.

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 25% of your final grade.

### Case Discussion:

During the intense class schedule, a case discussion will be held after every two lectures. Every group has to read the case materials and analyze the case. All teams should address the questions listed in the **Assignments**. For each case, two teams will be assigned to lead the discussion with the assigned questions. The process of leading discussion will be recorded and uploaded for the class.

A sample discussion will be held in the introduction session.

### Reviews of the articles to read:

Students need to read the articles or videos and submit 2 reviews of them in the **end of session 6 and 13**. The content of the review includes major findings of the article(s) that interests you and your thoughts and comments. The review should have **400 to 600 words, two pages** without reference or table, font size 12, single line spacing, 1.5 line spacing between paragraphs, and margins of 1" at all sides. Submit the review before session 11 (for 6) and 18 (for 13).

### 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 3 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 (if any) 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	Day	Topic
1	Day 1	Lecture 1: Introduction to course Sample Case Discussion, Final Groups Set Up
2	Day 2	Lecture 2: Defining Marketing for the New Realities
3	Day 3	Lecture 3: Developing Marketing Strategies and Plans Case Discussion 1: (G1&2)
4	Day 4	Lecture 4: Collecting Information and Forecasting Demand
5	Day 5	Lecture 5: Creating Loyalty Relationships Case Discussion2: (G3&4)
6	Day 6	Lecture 6: Analyzing Consumers Reading Material 1
7	Day 7	Lecture 7: Analyzing Markets Case Discussion 3: (G5&6)
8	Day 8	Lecture 8: Identifying Market Segments and Targets
9	Day 9	MIDTERM READING (Chapter 1,2,3,5,6,7,9)
10	Day 10	MIDTERM EXAM (Chapter 1,2,3,5,6,7,9)

11	Day 11	Lecture 9: Brand Positioning (Assign topic) Case Discussion 4: (G7&1)
12	Day 12	Lecture 10: Product Strategy
13	Day 13	Lecture 11: Pricing Strategy Case Discussion 5: (G2&3), Reading Material 2
14	Day 14	Lecture 12: Developing Integrated Marketing Channels
15	Day 15	Lecture 13: Marketing Communication Case Discussion 6: (G4&5)
16	Day 16	Lecture 14: Presentation Skill: Formulating your Marketing Plan
17	Day 17	Lecture 15: Marketing Management in China Case Discussion 7: (G6&7)
18	Day 18	FINAL PRESENTATION (I): G1-G4
19	Day 19	FINAL PRESENTATION (II): G5-G7
20	Day 20	FINAL EXAM (Chapter 10,13,16,17,19)