

City University of Hong Kong

**Information on a Course
offered by Department of Marketing
with effect from Semester A in 2010 / 2011**

Part I

Course Title: _____ Principles of Marketing _____

Course Code: _____ MKT5601 _____

Course Duration: _____ 1 Semester _____

Credit Units: _____ 2 _____

Level: _____ P5 _____

Medium of Instruction: _____ English _____

Prerequisites: _____ NIL _____

Precursors: _____ NIL _____

Equivalent Courses: _____ NIL _____

Exclusive Courses: _____ FB5601 Principles of Marketing _____

_____ MKT5610 Marketing Strategy and Planning _____

Part II

Course Aims

This course aims to

1. Introduce the students with the important frameworks, concepts and techniques of marketing management.
2. Provide students general knowledge about planning and implementing successful marketing strategies.
3. Familiarize students with the marketing concepts and applications in real business situations.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Analyze the customers, competitors and other business environments.	2
2.	Critically discuss the marketing planning process and its key roles in business organizations	1
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations	3
4.	Apply both managerial judgment and analytical approaches to current marketing problems and issues.	3
5.	Work productively as part of a team, and in particular, communicate and present qualitative and quantitative information effectively in written and electronic formats in a collaborative environment.	2

(1: Least important CILO; 2: More important CILO; 3: Most important CILO)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: Seminar

Concepts and general knowledge of marketing are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.

TLA2: Readings

Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.

TLA3: Group Presentations

Presentations by individual groups to the class on various marketing topics and/or the chosen marketing plan. Other students are encouraged to raise questions for the presenting groups.

CILO No	TLA1: Seminar	TLA2: Readings	TLA3: Group Presentations
CILO1	2	2	
CILO2	1	2	
CILO3	2	2	1
CILO4	2	1	2
CILO5	2		2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Class Participation (15%)

Students are required to attend all **presentation** sessions.

Most classes are accompanied with cases, small questions, and/or quizzes to help students better understand the course materials. Students are expected to actively participate in the class discussion. Students' contribution to the class discussion will **significantly** influence their class participation grade.

AT2: Group Case Analysis (35%)

Research groups will be formed and one case will be randomly assigned (by a blind draw) to each group. Each group shall write up a case analysis report and present their results in class.

Point Allocations:

- 1) Written Report: 20%
- 2) Presentation: 15% (**peer evaluation**)

AT3: Group Project (50%)

Each research group has to select a research topic of importance in marketing for an in-depth study. This study should consist of two parts: (1) **Conceptual study** which includes a conceptual review and critique, if any, of the selected marketing concept; (2) **Managerial study** which includes managerial implications and application of the concept.

CILO No	AT1: Class Participation (15%)	AT2: Group Case Analysis (35%)	AT3: Group Project (50%)
CILO1	1	1	2
CILO2		1	1
CILO3	2	2	2
CILO4	2	2	2
CILO5		2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Class Participation

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>2. Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>1. Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>2. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in business organizations.</p>	<p>1. Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.</p>

Grading Criteria of Assessment Task 2: Group Case Analysis

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Show excellent command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.</p> <p>2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information excellently in an a business report format.</p>	<p>1. Show good command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation.</p> <p>2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information in an organized business report format</p>	<p>1. Show acceptable command of most aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environments and partially able to link them up with strategy formulation.</p> <p>2. Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format</p>	<p>1. Show marginal command of a few aspects of major marketing concepts to analyze the consumers' behaviors, competitors, and business environments but unable to link them up with strategy formulation.</p> <p>2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format.</p>

Grading Criteria of Assessment Task 3: Group Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Present and communicate marketing information effectively and excellently in oral and electronic format.	1. Present and communicate marketing information effectively in oral and electronic format.	1. Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).	1. Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).
2. Show excellent coverage of materials and contents and demonstrate excellent time management skills.	2. Show good coverage of materials and contents and demonstrate good time management skills.	2. Fair coverage of materials and contents and acceptable time management skills.	2. Marginal coverage of materials and contents and poor time management skills.
3. Provide quality answers to questions raised in the presentation Q & A session.	3. Provide good answers to questions raised during the presentation Q & A session	3. Provide acceptable answers to questions raised during the presentation Q & A session.	3. Provide fair answers to questions raised during the presentation Q & A session.

Part III

Keyword Syllabus

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; e-Marketing; Marketing Ethics.

Recommended Reading Text(s)

Kotler, Philip (2003), *Marketing Management*, 11th edition, Prentice Hall.

Kotler, Philip, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2005), *Principles of Marketing: An Asian Perspective*, Prentice Hall.

Porter, M.E. (1980), *Competitive Strategy: Techniques for Analysing Industries and Competitors*. New York: The Free Press.

Achrol, R. and Kotler, P. (1999), *Marketing in the Network Economy*, Journal of Marketing, 63 (Special Issue): 146-161.

Doney, P. and Cannon, J. (1997), *An Examination of the Nature of Trust in Buyer-Seller Relationships*, Journal of Marketing, 61 (April): 35-51.

Dyer, J. and Singh, H. (1998), *The Relational View: Cooperative Strategy and Sources of Interorganizational Competitive Advantage*, Academy of Management Review, 23 (October): 660-680.

Eisenhardt, K. and Tabrizi, B. (1995), *Accelerating Adaptive Processes: Product Innovation in the Global Computer Industry*, Administrative Science Quarterly, 40 (March): 84-110.

Houston, Franklin S. (1986), *The Marketing Concept: What It is and What It is Not*, Journal of Marketing, April, 81-7.

Klein, S., Frazier, G. L., and Roth, V. J. (1990), *A Transaction Cost Analysis of Channel Integration in International Markets*, Journal of Marketing Research, 27 (May): 196-208.

Kohli, A., Shervani, T., and Challagalla, G. (1998), *Learning and Performance Orientation of Salespeople: The Role of Supervisors*, Journal of Marketing Research, 35 (May): 263-275.

Kotler, Philip, and Alan Andreasen (1991), *The Growth and Development of the Nonprofit Sector*, Strategic Marketing for Nonprofit Organizations, 4th ed., Englewood Cliffs, New Jersey: Prentice Hall, 1-34.

Lehmann, Donald R. and Russell S. Winer (1994), *Analysis for Marketing Planning*, Burr Ridge, Illinois, U.S.A.: Richard D. Irwin, Inc., Chapter 1, 1-17.

Luk, S. (1998), *Structural Changes in China's Distribution System*, International Journal of Physical Distribution and Logistics Management, 28 (1): 44-67.

Morgan, R. and Hunt, D. (1994), *The Commitment-Trust Theory of Relationship Marketing*, Journal of Marketing, 58 (July): 20-38.

Rindfleisch, A. and Heide, Jan B. (1997), *Transaction Cost Analysis: Past, Present, and Future Applications*, Journal of Marketing, 61 (October): 30-54.

Leung, T. K. P., Y. H. Wong, and Syson Wong (1996), *A Study of Hong Kong Businessmen's Perceptions of the Role 'Guanxi' in the People's Republic of China*, Journal of Business Ethics, 15, 749-58.

Su, Chenting and James E. Littlefield, *Entering Guanxi: A Business Ethical Dilemma in Mainland China?*, Journal of Business Ethics, 2001, Vol. 33 No. 3, 199-210.

Heide, Jan B. (1994), *Interorganizational Governance in Marketing Channel*, Journal of Marketing, January, 71-85.

Johnston, Russell and Paul R. Lawrence (1988), *Beyond Vertical Integration - The Rise of the Value-Adding Partnership*, Harvard Business Review, July-August, 94-101.

Weinberger, Marc G., H. Spotts, L. Campbell, and A. L. Parsons (1995), *The Use and Effect of Humor in Different Advertising Media*, Journal of Advertising Research, May-June, 44-55.

Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer and Stacy Wood (1997), *Interactive Home Shopping: Consumer, Retailer and Manufacturer Incentives to Participate in Electronic Marketplaces*, Journal of Marketing, 61 (July), 38-53.

Hoque, Abeer Y. and Gerald L. Lohse (1999), *An Information Search Cost Perspective for Designing Interfaces for Electronic Commerce*, Journal of Marketing Research, 36 (August), 387-94.

Peattie, K. and Ratnayaka, M. (1992), *Responding to the Green Movement*, Industrial Marketing Management, 21,103-10.

Roberts, J. A. (1996), *Will the Real Socially Responsible Consumer Please Step Forward?*, Business Horizons, 39(1), 79-83.

Recommended Journals and Websites

Journal of Marketing

Journal of Marketing Research

Journal of Consumer Research

Journal of the Academy of Marketing Science

Journal of International Marketing

International Journal of Research in Marketing

Journal of Advertising

Journal of Advertising Research

Harvard Business Review

Sloan Management Review

www.emkt.com.cn (for China Marketing studies)

Online Resources

Nil.