

NATIONAL CHENGCHI UNIVERSITY
INTERNATIONAL MBA
 Marketing Management

Academic Year: 2014 Spring Tuesday 7:10-10:00pm
 Course Title: Marketing Management
 Course unit Code: 933002001
 Course Credit: 3
 Level: IMBA

Classroom 寶來科技廳

1 Instructors

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2 Course Objectives

In today's marketplace which is weakened by the on-going financial and economic crises, the ability to satisfy customers' needs and gain a competitive advantage over rivals is critical for a firm's survival and success. Excellence in marketing management is essential for a firm to meet its customers' needs and defeat its rivals. Marketing Management is designed to focus on the core concepts and principles of marketing management, and their application to managerial decision making and marketing strategy development. The course examines the fundamental building blocks of marketing, introduces decision making frameworks in marketing management, discusses tools for developing marketing programs, and practices analyzing and solving real-world marketing problems. Throughout the course, a strong managerial focus will be taken.

The course has four major objectives: (a) to provide students with an understanding of marketing management tasks and decision processes; (b) to develop students' skills to formulate an effective marketing strategy; (c) to develop students' ability to make managerial decisions with regard to the marketing mix, and (d) to develop students' ability to apply their knowledge to solve real world marketing problems.

3 Recommended Texts

- Required:
 - Gary Armstrong and Philip Kotler (2009), *Principles of Marketing*, 13th edition, Upper Saddle River, NJ: Prentice Hall. (高立圖書代理)
- Reference :
 - Kotler, P. & Keller, K. L. (2011). *Marketing Management*. 14th ed. Pearson education.

Assessment

3.1 Grade Composition

Assessment is by a number of coursework elements. There will be a mix of group presentations, reports and two exams.

Mid Term Exam	20 %
Group assignment (presentation)	30 %
Final group projects (presentation)		30%
Participation and in-class discussion	20%
	
<i>Total</i>		100 %

3.2 The Formats of Exams and Assignment/ Presentation

Groups

The class should be divided into several groups (people/each group) before March 2th, 2011. Each group consists of 5-6 members.

Exams

The non-comprehensive examinations will cover all of the lectures, cases, and discussions. These examination consists of multiple choice and short-answer questions. Students are expected to take the exam as scheduled.

Class participation and case presentation

Students are expected to be on time for every class. Participation in classroom discussion is encouraged and will be rewarded.

The class will be divided into several groups at the beginning of the semester. Each group will be assigned randomly to cases or assignments.

Case Discussions:

There will be two types of case discussions in this class:

(a) *Mini Case Discussion*: Such case discussions will be very short and informal. Readings and questions will be from the textbook or my assign.

(c) *HBS/Ivey Case Discussions*: Student must come to class having fully read the case, prepared, and discussed with group members in advance, preparing a 1-2 page case brief stating the key points and problems in this case.

All members are expected to participate equally in the group case discussion and assignments, and will receive the same grade for all parts of the project, except in such instances as there is overwhelming evidence from the team that a certain individual or individuals have not contributed equally to the project. The instructor cannot arbiter disputes within a team. In the end of the semester, each group member will fill a peer evaluation form for other group members' contribution.

Final project: Marketing plan

Marketing Plan

1. *Question*: The final exam is a marketing plan for a new product launch. Your team will discuss to come up with an idea of a new product. The new product can be in any form, ranging from tangible products to intangible services. In the final exam, your team forms a hypothetical firm that owns the new product. Your job is to formulate a marketing plan for launching the new product. The marketing plan should address (but not limited to) the following issues:

- Company background
- Description of product specification

- Marketing environment analysis
- Competitor analysis
- Product positioning
- Market segmentation and target consumers
- Product strategy
- Pricing strategy
- Channel strategy
- Promotion strategy

Time limit: 15 minutes in total and 5 minutes for the Q&A session

4 Schedule

<i>Session</i>	<i>Topics / Readings / Assignments</i>
1 18-02-14	Course Overview and Administration
2. 25-02-14	Topics: <ul style="list-style-type: none"> • Marketing: Customer Value • Company and Marketing Strategy
3 04-03-14	Topics: <ul style="list-style-type: none"> • Marketing Environment and Marketing Research Readings: Case: TBA
11-03-14	Topics: <ul style="list-style-type: none"> • Understanding Consumer and Business Buyer Behaviour
4 18-03-14	Topics: <ul style="list-style-type: none"> • Segmentation, Targeting and Positioning Case: TBA
5 25-03-14	Topics: <ul style="list-style-type: none"> • Products, Service ,Branding and new product development
6 01-04-14	Topics: <ul style="list-style-type: none"> • Products, Service ,Branding and new product development Case: TBA
7 08-04-14	Topics: <ul style="list-style-type: none"> • Products, Service ,Branding and new product development Readings: <ul style="list-style-type: none"> • Chapter 7
7 15-04-14	Guest Speaker
8 22-04-14	Topics: <ul style="list-style-type: none"> • Pricing • Case: TBA
9 29-04-14	Topics: <ul style="list-style-type: none"> • Marketing Channels
06-05-14	Topics: <ul style="list-style-type: none"> • Managing Retailing • Case: TBA
11 13-05-14	Guest Speaker
12 20-05-14	Topics:

	<ul style="list-style-type: none">• Marketing Communications
13 27-05-14	Topics: <ul style="list-style-type: none">• Marketing Communications Case: TBA
14 03-06-14	Topics: <ul style="list-style-type: none">• Marketing in Emerging markets
15 10-06-14	Final project presentation
18 17-06-14	Final project presentation