

Fall 2013
Research Project in International Area Studies 2
(Marketing Strategy)

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Class hours: Thursday 1:00 pm to 5:00 pm, 140-2/201

Office hours: By appointment. Please send me an e-mail to set up an appointment.

Email: hwangh@snu.ac.kr

Text My PowerPoint material and reading list articles (will be provided via ETL system)

Framework for Marketing Management (ISBN-13: 9780136026600)

Philip Kotler and Kevin Lane Keller, Prentice Hall, 4th Edition

Course Description & Objectives

This course will introduce students to basic strategies and practices of marketing and apply learned marketing concepts to real world needs. To do this, students will learn or brush up on basic marketing concepts and marketing processes. Students will also acquire understanding of the basic role of markets and marketing in society. While emphasizing the role of consumer perceptions and behavior in marketing decisions, the course will introduce students to recent changes in thinking about marketing management. Finally, students will develop critical thinking, writing, presentation, and teamwork skills useful for their future careers.

Course Format

The course is centered around assigned reading material, lectures, discussions, and case studies. Lectures will cover major points from the text as well as material not addressed in the text. Lectures will generally follow the text, but are not intended to cover in detail material that can be learned from reading. Marketing case studies, and their discussion, will be used to provide students the opportunity to explore and apply marketing concepts and sharpen their analytical and decision-making skills. A marketing plan project will provide an opportunity for real-world application of the course concepts.

Grading

| | |
|----------------------------------|-----|
| Midterm | 25% |
| Final Exam | 25% |
| Marketing Plan Team Reports | 20% |
| Marketing Plan Team Presentation | 15% |
| Class participation | 15% |

1. Examinations

There will be two examinations to test students' knowledge of core concepts. The *approximate* dates of examinations are shown in the syllabus. The content will be based on a sampling of all presented and all assigned material whether specifically discussed in class or not.

Midterm Exam: The midterm examination will cover texts, lectures, and discussions following the syllabus order and will consist of true/false and multiple choice questions.

Final Exam: The final exam will mainly emphasize material covered after the midterm. However, an understanding of and ability to integrate the more important concepts from earlier chapters and classes will also be tested. The exam format will be partly multiple choice but will also likely include short answer essay questions.

There are no make-up exams except in extreme cases in which formal documentation (e.g., police report or doctor's note) is provided. In these cases there will be one make-up exam scheduled.

2. Projects & Assignments

Marketing Plan Team Reports & Marketing Plan Team Presentation: There is one major exercise for the semester: the analysis of the marketing environment of a specific struggling brand and the offer of a marketing strategy to possibly turn around the specific brand. For research on this project, the class will be broken into groups (four or five students per group). The project requires both a formal, typewritten report to be turned in on the date indicated in the class schedule and a formal, in-class presentation. This required paper is to be written and submitted, and the presentation is to be made by the group as a whole. General guidelines for this project will be distributed in class.

Note on Group Participation and Evaluation: The highest grade any individual student can receive on a group assignment is the grade assigned by the instructor for that assignment. All individuals will also be evaluated by their group members at the end of the semester (Peer evaluation forms will be distributed). Assessment of the written report consists of both the average of team members' evaluations (30%) and the instructor's assessment of the group report (70%). Evaluation of the presentation will be made up of the average of the non-presenting students' evaluations (30%) and the instructor's evaluation (70%). Points will be deducted from your presentation if you do not provide evaluations for all other groups' presentations. In the event of any major discrepancies, the instructor will determine the final grade.

Individual, One-page Case and Reading Analyses: In addition to reading and analyzing each assigned reading and case, you are encouraged to hand in a one-page written (Times New Roman, 12-point type) analysis for each of them. The report is due before the beginning of class on the day that the case is discussed. The write-ups are not required, but you will be given **substantial partial credit for class participation** for these written analyses, assuming they are well thought out and presented. However, you should also be prepared to present your analysis orally in class as well.

Note: Any project not turned in on the due date will be penalized based on the number of days it is late.

3. Class Preparation & Participation

Attendance and Class Discussion: Class participation is a critical part of learning. You will be expected to have done all readings prior to class to increase the quality of class discussions. Attendance is required for in-class participation and all students are expected to participate. Discussion will be used to highlight important concepts from both lectures and readings. In addition, video cases may be used to enhance discussion. Material from the cases will be covered on the exams.

Taping of any kind is not allowed in the classroom without the permission of the instructor. Cellular phones, pagers, and the like are not to be on during class unless the instructor is notified that an unusual situation demands it.

Absences may be excused if the instructor is notified via email prior to class, or in uncontrollable circumstances within one day after the class, and approval is received.

Submission of the "Student Information Sheet" at the end of the syllabus on the first day of class constitutes one of the attendance requirements. More than 3 absences are unacceptable in this course.

Extra Credit: Extra credit may be offered during the course.

Special Needs: Any student with special needs should bring this to the attention of the instructor as soon as possible, but not later than the second week of class.

Evaluation/Grade Change Policy:

The course syllabus outlines the evaluation of grades for this course and the instructor will abide by these guidelines. However, if a student believes that an oversight has occurred in the evaluation of his/her grade, he/she should contact the instructor via email within one week (five business days) after receiving the grade. Students should be aware that when requests for re-evaluation are made, the instructor reserves the right to re-evaluate the entire assessment, which could possibly lower or raise the initial grade in question.

Continuous Improvement and Student Feedback

TENTATIVE COURSE OUTLINE

(The assignments and schedule are subject to change at the discretion of the instructor)

| Week | Date | Topic | Assignments |
|------|-------|--|--|
| 1 | 9/5 | Introduction to the course and to marketing | Student Info Sheet Due (Minus points if turned in late) |
| 2 | 9/12 | Market Orientation & Performance Strategic Planning Group Formation & Team Contract (in class activity) | Ch 1, 2 Assigned Readings |
| 3 | 9/19 | Chuseok, Korean Thanksgiving Day (No class) | |
| 4 | 9/26 | Market Environment Market Research The Marketing Plan | Ch 3 Assigned Readings Final Project: Name of brand / company due |
| 5 | 10/3 | The National Foundation Day of Korea (No class) | |
| 6 | 10/10 | The Customer, Customer Satisfaction, and Loyalty Consumer and Business Markets | Ch 4, 5, and 6 Assigned Readings |
| 7 | 10/17 | Segmentation, Targeting, and Positioning | Ch 7 Assigned Readings |
| 8 | 10/24 | Branding Decisions Midterm Guide | Ch 8, 9 Assigned Readings Submit draft of Final Marketing Plan Team Reports |
| 9 | 10/31 | Midterm | |
| 10 | 11/7 | Products and Services | Ch 10, 11 Assigned Readings |
| 11 | 11/14 | Pricing Decisions | Ch 12 Assigned Readings |
| 12 | 11/21 | Channels and Networks | Ch 13, 14 Assigned Readings |
| 13 | 11/28 | Advertising and Promotion Decisions Final Exam Study Guide | Ch 15–18 Assigned Readings |
| 14 | 12/5 | Marketing Plan Team Presentation (30 minutes per group) Marketing Plan Team Reports Due by 11pm email: hwangh@snu.ac.kr | |
| 15 | 12/12 | FINAL EXAM | |

STUDENT INFORMATION SHEET

The purpose of this form is to help me get to know who you are. Please fill it out and return it to me in the first meeting of our class. This constitutes the first requirement for this course. Please print.

Name:

E-mail:

Other universities attended:

Major field(s):

Work experience:

Career objectives:

Other interests/hobbies (optional):

Attach a snapshot of yourself here. This is part of the requirement. Just about any picture will do, as long as it is clear.

(No photocopies please)