

CLASS SYLLABUS

Fall 2015 | Mondays & Thursdays 2:30 pm – 3:45 pm | NMH 307

Powerful Catalyst to Change the World

# Marketing

- **Instructor: Hyegyu Lee**
- Office: NMH 221 | \_\_\_\_\_
- Office Hours: Mondays, Period 6 (4:00-5:15 pm) | Wednesdays, Period 2 (10:00 – 11:15 am) | by appointment
- **TA: Sangil Moon**

Marketing is designed to serve our neighbors' needs and wants. It is a powerful tool to change the world positively, when used as the Bible says, "Do nothing from selfishness or empty conceit, but with humility of mind regard one another as more important than yourselves. Do not merely look out for your own personal interests, but also for the interests of others" (Philippians 2:3-4).

This course introduces you to marketing theories and perspectives essential to the success of both for-profit and not-for profit organizations. This course will use a combination of analytical and experiential methods to learn about the following topics: understanding consumers' needs and wants, designing and delivering value-added products, selecting target markets, product positioning and branding, and various marketing communication methods.

### **Course Objectives**

The objectives of the course are:

- To gain appreciation for both theoretical and practical perspectives of marketing.
- To help you develop strategic thinking and problem solving skills in marketing.
- To develop a Christian perspective on the marketing discipline.
- To give you opportunity to develop an integrated marketing plan and to exercise analytical and communication skills.

### **Course Structure**

The course will include lectures, class discussions and in-class activities, individual assignments, and team projects. Ideally, lectures will be minimized, while class discussions and interactive sessions will be encouraged. Students are expected to contribute to the class discussions based on the course readings and their own experience.

### **Course Materials**

Please note that the assigned readings are central to the learning in this class. Assuming that you have completed all the readings, I will expect you to contribute to discussions in class. When reading, be sure to think about the relevance and importance of the concepts you read to 1) you as a consumer and 2) to marketers.

- **Textbook (required): Marketing Management: The Big Picture, by Christie Nordhielm & Marta Dapena-Barón. Wiley.**
- Supplementary Textbook: Principles of Marketing (2014, 15th edition) by Philip Kotler and Gary Armstrong. Pearson Education

Other reading materials will be provided during the course.

## Course Evaluation

### Grading

A+:	> 95	A0:	90.0 ~ 94.9
B+:	85.0 ~ 89.9	B0:	80.0 ~ 84.9
C+:	75.0 ~ 79.9	C0:	70.0 ~ 74.9
D+:	65.0 ~ 69.9	D0:	60.0 ~ 64.9
F :	< 59.9		

### Evaluation

Category	Individual or Team	Percent of Grade
Exam	Individual	20%
Class Activity	Individual	15%
Marketing Diary	Individual	20%
Book Report	Individual	20%
Team Project	Team	25%

**(1) Exam (20 points):** There will be one exam at the end of the semester, as scheduled on the Course Schedule. This exam is to evaluate your understanding of the basic terms, concepts, and theories related to marketing. Additional details will be provided prior to the exam.

Study guides will be provided one week before exam. Make up exams will NOT be given, except due to documented illness, injury or death in the family, with prior approval of the instructor.

**(2) Class Activity (15 points):** Throughout the semester, we will have in class activities. These exercises are primarily intended as discussion vehicles and demonstrations of theories and concepts related to the class. These will be unannounced. Each activity will be worth 1 point. You must be in class and participate to receive the point.

These activities are not subject to make-up no matter what reasons you have, except the following events: a job interview, family emergency, or illness. In such cases, you must e-mail a scanned or photographed copy of an official written document showing that you were in such situations (e.g., medical record, etc) to **TA (Sangil Moon, sangilmoon@gmail.com).** Please **send a copy to the instructor (hyegyu lee, hglee@handong.edu).** **The make up quiz should be submitted within 2 weeks after the original test date.**

**(3) Marketing Diary (20 points):** Throughout the semester, you are encouraged to constantly pay attention to marketing cases in your daily life and write your observations. The details for the writing will be provided in week 2.

**(4) Book Report (20 points):** Each student selects and reads a book from the reading list (below). Detailed guidelines for the report will be given in week 2.

- Al Ries and Jack Trout. (2000). Positioning: The battle for your mind. McGraw-Hill.
- Al Ries and Jack Trout. (1994). The 22 immutable laws of marketing. Harper Business

**(5) Team Project (25 points):** You will be required to formulate and develop an integrated marketing plan in a group of 4-5 students. It is expected that all group members will contribute equally to the project. Your team will receive one grade, based on the quality of the project. Please be a good team player!

In some of the classes, each team may be able to spend 10-15 minutes to work on the project and have a chance to consult the instructor. The team will need to spend extra times to complete the project.

Each team must complete the following assignment on the due dates.

**Presentation (10 points)**

- o Interim presentation (5 points). On assigned dates, each team will have to present the progress of the project to the instructor.
- o Final plan presentation (5 points). At the end of the semester, each team will have 15 - 20 minutes to give a professional presentation that sums up all the work that you have done, followed by a short Q & A session by your classmates. Your attendance at the final presentation is mandatory, even if you are not presenting.

**The project report (15 points):** This is your team's planning document containing all the phases of the marketing plan including executive summary, marketing situations, SWOT analysis, strategies, marketing performance goals, and marketing and communication programs.

Detailed guidelines will be available in week 2.



**Extra Credits**

To foster positive and joyful learning environment, awards listed below will be given at the end of the semester. Each selected awardee will receive 5 points of extra credit.

- Awesome Diary Award: For the excellent marketing diary.
- Super Citizen Award: For respecting and helping others, following the rules, and showing good behavior in the classroom and during the group project.

- Other awards can be added as necessary.

## Course Policies

**1. Lecture Notes.** Lecture notes (PDF version of class slides) will be posted on Hisnet by 1:00 am on the day of the class.

**2. Completion Policies.** All assignments and exams, except the group project, are to be your individual work. You will not be able to make up assignments or exams except due to documented illness or injury with prior approval of the instructor, or death in the family.

LATE ASSIGNMENTS: Approval to submit assignments late must be received before the established due date. Late assignments, without such approval, will be penalized by a deduction of up to 50% of the total points possible for each day late.

**3. Class Etiquette.** To maintain a good learning environment, students are required to maintain the following class etiquettes. Behave as if you're in a workplace, because you will be.

- Students are expected to act in a courteous and respectful manner while in class. Rude and disrespectful behavior will not be tolerated.
- Be on time. It is disruptive and rude to arrive late, making everyone notice your entry.
- Stay until the end. While there may be an emergency during the term, try not to schedule other activities during this class time.
- Please check the syllabus before asking a question about the readings or assignments.
- Take critical feedbacks positively.

**4. Use of electronic devices.** Laptops or tablet PCs can only be used in class for note taking and for working on the final team project. *If you want to bring your laptop or tablet PC to class for note taking, you should get an approval from the instructor by September 7.* During the class, *no mobile phones should be used.*

**5. Honesty.** This class will follow university guidelines concerning scholastic misconduct and grievance procedures.



PRELIMINARY COURSE SCHEDULE

	TOPICS	Textbook Chapter	Remark
<b>1<sup>st</sup> week:</b> 8/31	Introduction to the course	Syllabus	
9/3	Introduction to Marketing	Ch.1	
<b>2<sup>nd</sup> week:</b> 9/7	Marketing Research (1)	Ch. 13	Group Project Introduction & Team Formation
9/10	Marketing Research (2)	Ch. 13	
<b>3<sup>rd</sup> week:</b> 9/14	Marketing Objective: Customer Focus (1)	Ch.3	
9/17	Marketing Objective: Customer Focus (2)	Ch.3	
<b>4<sup>th</sup> week:</b> 9/21	Marketing Objective: Customer focus (3)	Ch.3	
9/24	Source of Volume: Competitive Focus	Ch. 4	
<b>5<sup>th</sup> week:</b> 9/28	<b>Chu-Seok</b>		
10/1	STP (Segmentation, Targeting, Positioning)	Ch. 5 / 6/ 7	
<b>6<sup>th</sup> week:</b> 10/5	STP	Ch. 5 / 6/ 7	
10/8	STP	Ch. 5 / 6/ 7	
<b>7<sup>th</sup> week:</b> 10/12	Book Discussion		<b>Book Report Due</b>
10/15	product		
<b>8<sup>th</sup> week:</b> 10/19	Group Project: Interim Presentation		
10/22	Group Project: Interim Presentation		
<b>9<sup>th</sup> week:</b> 10/26	product	Ch. 9	
10/29	Service as Product	Ch. 10	
<b>10<sup>th</sup> week:</b> 11/2	Marketing Communications (1)	Ch. 10	
11/5	Marketing Communications (2)	C10	
<b>11<sup>th</sup> week:</b> 11/9	Pricing	C11	
11/12	Pricing	C11	
<b>12<sup>th</sup> week:</b> 11/16	Channels	C12	
11/19	Channels	C12	<b>Group Project Report Due</b>

<b>13<sup>th</sup> week:</b> 11/23	Social Marketing		-
11/26	Social Marketing		
<b>14<sup>th</sup> week:</b> 11/30	<b>Exam</b>		
12/3	Group Project Presentation		
<b>15<sup>th</sup> week:</b> 12/7	Group Project Presentation		<b>Marketing Diary Due</b>
12/10	Group Project Presentation		
<b>16<sup>th</sup> week:</b> 12/14	<b>Wrap-Up</b>		

*Note. The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*