



School of Business Administration, Ajou University Marketing Management (Fall 2015)

Section 4 : Wednesdays/Fridays 10:30AM to 11:45AM @ Room 102, Jonghap Hall
Section 5 : Wednesdays/Fridays 1:30PM to 2:45PM @ Room 102, Jonghap Hall
Section 6 : Wednesdays/Fridays 4:30PM to 5:45PM @ Room 102, Jonghap Hall

Instructor: Hyunwoo Lim
Office : Room 505-1, Dasan Hall
E-Mail: _____
Phone: _____
Office Hours: Wednesdays/Fridays, 3:00 PM -4:00PM (subject to change) or *by appointment* Teaching Assistant: Gae Kang _____

Textbook:

Kotler, P. and G. Armstrong (2014), *Principles of Marketing*, 15th ed., Pearson.

Students are expected to read relevant chapters of the textbook and other assigned readings *prior* to lectures. Lecture notes and additional handouts will be posted on my personal webpage <https://sites.google.com/site/hyunwoolim/>

Important Things to Note:

I would like to remind you of the followings,

1. **No Korean Policy:** Any communications between you and the instructor should be done in English. If you have a trouble in communicating in English, please take Marketing Management courses taught in Korean. This course will require students to actively participate in Class.
2. Please be **punctual**. Class will start exactly on time and information concerning assignment will be given at the beginning. So, in order to make sure that you know what is going on, you need to be on time.
3. If you are late for class, **please use the rear entrance door** and minimize other students' attention.
4. A significant portion of examinable materials is not covered in the text or supplemental readings. Thus, your **class attendance** will make a significant difference in your learning and performance.
5. Please **check my personal course website at least once a day**. Important announcements and changes in the schedule will be posted on the web. Otherwise, I will keep the original schedule throughout the semester.
6. Plagiarism in your assignments or cheating during the exams will never be tolerated.

Objectives of Course:

This course provides an introduction to marketing. You will learn key marketing terms, fundamental concepts and principles. The objectives are to provide you with knowledge of the roles that marketing plays with society and organizations. You will also gain an understanding of how marketing theories, strategies and tactics influence customers and organizations. After completing this course, you should be able to:

1. analyze how trends and environmental factors influence marketing strategies
2. analyze how customers make purchase decisions
3. collect and use marketing data in making marketing decisions
4. develop marketing plans and strategies
5. learn how to communicate your thoughts and ideas with classmates

Office Hours:

Office hours are listed in this syllabus. I encourage students to make efficient use of the said time. Concerns, clarifications about the course materials, and any form of feedback are most welcome. It is strongly suggested that any difficulties and/or problems with the course be discussed promptly rather than waiting until the end of the semester to have these resolved. When you are seeking help from me during the office hours, it is recommended that you have done your best to resolve the difficulties first, such as attending relevant sessions, participating in classroom discussions, and reading lecture notes and relevant materials in the textbook, etc. If you cannot come to my office during the office hours, please send an e-mail to make an appointment. I will meet you at my office as long as my schedule allows.

Evaluation and Grades: (tentative)

This course will involve lectures, in-class discussions, presentations and exams. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day.

		Weight	Date
1)	Midterm Exam	25%	Oct 21, 8PM
2)	Final Exam	25%	Dec 16, 8PM
3)	Presentation Proposal	5%	TBA
4)	Final Presentation	25%	TBA
5)	Class Participation & Attendance	20%	

To avoid time conflicts with midterm and final exams for other classes, this course tends to have midterm and final exams around 8:00pm. If you have something else that you prioritize over the exams of this course, e.g., part-time work, please enroll in a different course.

Exams

You will have midterm and final exams during the semester. Exams will test your understanding of the materials covered in class as well as in the textbook. They will be “**closed book**” tests. Exams consist of multiple choice and short-answer type questions. *Under no circumstances any make-up test will be administered.* The only exception to this policy is a prior notification of **AND** approval by the instructor, based on subsequent acceptable documentation of *serious illness* and/or *an emergency situation*.

Case Presentation

Many companies make mistakes in planning and executing their marketing activities. For this presentation, you will research one marketing failure in the real business world. Using any source, find one example of unsuccessful marketing activities. Any example of failure is acceptable, however, please ensure there is enough information to analyze the failure.

By September 10, please submit to the TA (not to the instructor), each of your team member's name, student id and email address. Each team should consist of maximum 3 students. If you have a trouble in finding team members, please email to the TA, ASAP. The TA will be able to assign you to a team only if you give enough time for the TA to organize teams.

By September 20, please submit to the TA a one-page proposal summarizing the company's marketing failure. Only one team can do each marketing failure, so the first team to submit its proposal will be able to proceed. Other teams with the same subject will need to find another example to research. Thus, topics are distributed on a first-come, first-serve basis.

You are requested to make a 5 minute proposal presentation in class. Your proposal presentation slides (**Powerpoint files or PDF files**) should be submitted to the TA by Oct 1. After Oct 1, you will not be allowed to change your slides under any circumstance. Therefore, work on your team project in advance. Please keep in mind that I do not recommend to use any materials written in Korean but if you really have to do so, please add proper English translations. In this presentation, you should describe the details of the marketing failure you have found. Do not include any analysis at this point. Be sure to include a **sufficiently detailed explanation of the marketing failure**. After the presentation the instructor will ask questions to figure out how seriously you have investigated the details of the case. Therefore, please get as much information as possible about your case and be prepared to answer the instructor's questions. For the proposal presentation, one member can present on behalf of all the team members. However, if you want, all the members can present in turn.

When you make the slides, please avoid use any special fonts in your computer. Using special fonts will cause a problem when you present your slides at the classroom computer.

You are also requested to make a 10 minute final presentation in class. The final slides should be submitted to the TA by Nov 25. After Nov 25, you will not be allowed to modify your slides at all. Your presentation schedule will be assigned by Nov 25. In this presentation, you should briefly describe the failure you have found, why you believe that failure occurred, and what you would have done to prevent this failure. Make sure that you practice enough to meet the presentation time limit. Additionally, there will be 5 minute Q&A session after the presentation. Your classmates will ask you questions about your presentation contents. If enough questions are not asked, the instructor will ask questions. Therefore, please think deeply about your case and be prepared to answer many different questions. All the team members should take a part in the final presentation.

In your final presentation, be sure to include (i) a very brief explanation of the marketing failure; (ii) your analysis as to the causes of the failure; (If possible, try to use some of the theories and ideas we have discussed in class to support you reasoning) (iii) your proposed revision of the marketing plan, which will avoid the problems the company created.

It is essential that you do your own work, and all slides will be checked for plagiarism and copying from other sources. Any submission that is found to be copied from another source, the authors will receive zero points for this portion of your grade. Please, do your own work. If you have any concerns about what plagiarism is or wish further clarification, please feel free to contact me anytime.

Class Participation and Attendance

Your constructive participation in class activities and discussions is a critical component of the educational experience. In-class participation will include, but will not be limited to, discussions of readings and interactions with other students. Students must come to the sessions and must be ready to summarize and criticize the readings.

Also, I would like to remind you that more absence than a quarter of the total class hours (8 sessions) leads to *failure* for the course, regardless of your achievement in the class.

Final Grade

Your grade is strictly based on your scores on two exams, case presentation and class participation. Using the weights for each assignment, I will compute the weighted averages and assign grade following *the university grade guidelines*.

<u>Grade</u>	<u>Cumulative Percentage</u>
A0 or A+:	Up to 40%
B0 or B+:	Up to 90%
C+ or lower:	100%

Your grade is final. All the grades will be given purely based on your exam scores, case presentations and class participations. If you have some reason to receive a good grade, be well-prepared for each class, study hard and participate during classes.

Academic Integrity:

The Ajou University Academic Integrity Policy holds students accountable for the integrity of the work they submit or present. Students should be familiar with the policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in assignments as well as other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort.

Weekly Schedule (tentative)

Date	#	Topics
Sep 2	1	Introduction
Sep 4	2	Marketing: Creating and Capturing Customer Value (Chapter 1)
Sep 9	3	Company and Marketing Strategy (Chapter 2)
Sep 11	4	Analyzing the Marketing Environment (Chapter 3)
Sep 16	5	Consumer Markets and Consumer Buyer Behavior (Chapter 5)
Sep 18	6	Customer-Driven Marketing Strategy: Creating Value for Target Customer (Chapter 7)
Sep 23	7	Products, Services, and Brands: Building Customer Value (Chapter 8)
Sep 25	8	Products, Services, and Brands: Building Customer Value (Chapter 8)
Sep 30	9	New-Product Development and Product Life-Cycle Strategies (Chapter 9)
Oct 2	10	Case Proposal Presentations
Oct 7	11	Case Proposal Presentations
Oct 9	12	No Class (Korean Alphabet Day)
Oct 14	13	Case Proposal Presentations
Oct 16	14	Guest Speaker Session (Time and Date TBA)
	15/16	Midterm Exam Period (No Class)
Oct 28	17	Pricing: Understanding and Capturing Customer Value (Chapter 10)
Oct 30	18	Pricing Strategies: Additional Considerations (Chapter 11)
Nov 4	19	Marketing Channels: Delivering Customer Value (Chapter 12)
Nov 6	20	Retailing and Wholesaling (Chapter 13)
Nov 11	21	Communicating Customer Value: Integrated Marketing Communications Strategy (Chapter 14)
Nov 13	22	Advertising and Public Relations (Chapter 15)
Nov 18	23	Personal Selling and Sales Promotions (Chapter 16)
Nov 20	24	Guest Speaker Session (Time and Date TBA)
Nov 25	25	Case Presentations
Nov 27	26	Case Presentations
Dec 2	27	Case Presentations
Dec 4	28	Case Presentations
Dec 9	29	Case Presentations
Dec 11	30	Reviews
	31/32	Final Exam Period (No Class)