

THE CHINESE UNIVERSITY OF HONG KONG

MKTG 2010 Marketing Management

(市场管理)

Course Outline
Summer Term 2024-2025

Class Time:	Monday to Friday, 09:00 a.m. - 12:00 noon
Venue:	(To be confirmed)
Instructor:	Edwin K. LUK
Email:	edwinluk @ cuhk. edu. hk
Office Hours:	(Please make an appointment with the instructor by email.)
Teaching Assistant:	(To be confirmed)
Email:	(To be confirmed)

***“Marketing’s job is never done. It’s about perpetual motion.
We must continue to innovate every day.”***

- Beth Comstock

*Chief Marketing & Commercial Officer and
Vice Chair, General Electric*

Course Description

Welcome to **MKTG 2010 Marketing Management** (MKTG)! This course is devoted to the study of the management of marketing functions, the analysis of external forces affecting marketing decision-making, the implementation and control of marketing activities, and an examination of the global impact of marketing. Course objectives include the development of students’ understanding of the fundamental concepts underlying the selection and assessment of markets and the development and delivery of products, an investigation of the role and contribution of marketing to the conduct of successful business operations and society, and to develop student abilities in identifying marketing opportunities and viable marketing strategies.

Intended Learning Outcomes

On successful completion of this course, you should be able to:

1. Identify the basic concepts and principles of marketing
2. Analyse marketing opportunities and make marketing decisions
3. From a marketing perspective, assess the market environment, customers, competitors, strategies, and tactics.
4. Apply the framework and develop an effective marketing plan for implementation in local and international environments.

Textbook

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed. Global edition.). Pearson Education, Limited.

https://julac-cuhk.primo.exlibrisgroup.com/permalink/852JULAC_CUHK/16slfhk/alma991040092798703407



Yasuda, T. (2023). *Manga for success : marketing*. John Wiley & Sons, Inc.

https://julac-cuhk.primo.exlibrisgroup.com/permalink/852JULAC_CUHK/1dl2t2q/alma991040416714803407



You may access the e-books through the University's online library.

Course Syllabus

- Branding
- Consumer Behaviour
- Managing Growth
- Marketing Planning
- Marketing Mix: Product, Price, Place and Promotion
- Market Research

Course Components and Learning Activities

This course comprises lectures, class discussions and case studies. Classmates will be asked to prepare a marketing plan. The learning activities schedule may assist you in planning your career. Towards the end of the term, you will spend more time finishing your individual assessments and group projects.

Activities	Lecture	Reading	Project Preparation	Discussions, Case Study, and Exercises
Location	In-class	Out-of-class	Out-of-class	In-class / Out-of-class
Suggested Hours per Lecture	3 hours	2 hours	2 hours	2 hours

Class Schedule

Week	Day	Date	Start	Venue	Topics	Contents	Remarks
1	1	22-Jul-25 Tue	09:00	TBA	L1: Consumer Behaviour	Kotler et al Ch. 3 Yasuda 2.1-2.4 & 3.1-3.6	In-class Exercise Participation
1	2	23-Jul-25 Wed	09:00	TBA	L2: What is Marketing	Kotler et al Ch. 1 Yasuda 1.1-1.2, & 1.4-1.5	In-class Exercise Participation
1	3	24-Jul-25 Thu	09:00	TBA	L3: Product	Kotler et al Ch. 8 & 9 Yasuda 6.1-6.2, & 6.5	In-class Exercise Participation Quiz 1
1	4	25-Jul-25 Fri	09:00	TBA	L4: Price	Kotler et al Ch. 11 Yasuda 6.11-6.13	In-class Exercise Participation
2	5	28-Jul-25 Mon	09:00	TBA	L5: Place	Kotler et al Ch. 15 & 16 Yasuda 6.14-6.16	In-class Exercise Participation
2	6	29-Jul-25 Tue	09:00	TBA	L6: Promotion	Kotler Ch. 12, 13 & 14 Yasuda 6.6-6.10	In-class Exercise Participation Quiz 2
2	7	30-Jul-25 Wed	09:00	TBA	L7: Planning	Kotler et al Ch. 2, 6, & 7 Yasuda 4.1-4.3, & 5.1-5.4	In-class Exercise Participation Assignment 1 Due: 11:59 p.m. 30 July 2025
2	8	31-Jul-25 Thu	09:00	TBA	Interim Presentation		Participation Interim Presentation
2	9	1-Aug-25 Fri	09:00	TBA	L8: Branding	Kotler et al Ch. 10 Yasuda 6.3-6.4	In-class Exercise Participation
3	10	4-Aug-25 Mon	09:00	TBA	L9: Growth	Kotler Ch. 17, 18, & 19 Yasuda 4.4-4.8, & 7.1-7.4	In-class Exercise Participation
3	11	5-Aug-25 Tue	09:00	TBA	L10: Research	Kotler et al Ch. 5 Yasuda 1.3 & 1.6	In-class Exercise Participation Quiz 3
3	12	6-Aug-25 Wed	09:00	TBA	L11: Careers		Participation Assignment 2 Due: 11:59 p.m. 6 Aug 2025
3	13	7-Aug-25 Thu	09:00	TBA	L12: Final Presenttion	Epilogue	

Assessment Scheme

Assessment	Description	Valid Exercises	Weighting	Towards Final Grade
Group	Assignment 1: Market Study (2 to 4 classmates)	1	@14%	14%
Group	Assignment 2: Marketing Plan (2 to 4 classmates)	1	@22%	22%
Individual	Quiz	3	@10%	30%
Individual	Participation	11/12	@1.5%	16% (Max.)
Continuous	In-class Exercise	9/10	@2%	18%
Bonus	Presentation Bonus	1	4% (Max)	4% Bonus
Final Grade				100%+4%

More Information about the assessment scheme.

(Please read this section with the Course Policies > Attendance and Participation on page 5.)

1. Participation (weighting = 16%)

Your top eleven (11) participation scores out of the twelve (12) meetings this term will contribute to your final grade.

- If you are on time, your maximum participation scores will be awarded 1.5% per occasion towards your final grade.
- If you are late, your maximum participation scores will be awarded 0.6% per occasion towards your final grade.
- If you are absent, irrespective of an approved or unapproved absence, you will be awarded 0% per occasion.
- The maximum score in participation is 16%.

2. In-class Exercise (weighting = 18%)

Your top nine (9) in-class exercises out of ten (10) this term will contribute to your final grade.

- A daily in-class exercise will be conducted during the lecture.
- Late participants may NOT write the in-class exercise after the exercise is closed.
- The in-class exercise will usually focus on the topics of the day.
- Each in-class exercise accounts for 2% towards your final grade.
- Only the results of your top nine (9) in-class exercises will be accounted towards your final grade.
- Only classmates who attend a substantial portion of the lecture may write the in-class exercise of the day.
- If you are unavailable to join the lecture or are seriously late and not allowed to write the in-class exercise, your grade for the day will be 0%.
- If it is an in-class group exercise, and the group files an absentee in the in-class exercise name list of the day, the grade of the in-class exercise for all group members will be 0%.
- The maximum score in in-class exercise is 18%

Grade Descriptors

Grade	Descriptions
A	Outstanding performance on all learning outcomes.
A-	Generally outstanding performance on all (or almost all) learning outcomes.
B+ / B / B-	Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.
C+ / C / C-	Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
D	Barely satisfactory performance on a number of learning outcomes.
F	Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements.

Course Website

All students are expected to check the *Blackboard* course site frequently throughout the term. *Blackboard* will be the primary online platform for outside classroom communications between the instructor and the students. Lecture notes, reading materials, assignment instructions, and guidelines will be available on *Blackboard*.

Class announcements will usually be made via *Blackboard* or by email.

Blackboard and VeriGuide

Blackboard and *VeriGuide* are used for assessment purposes. Please ensure that every submission on these platforms is successful and save your upload record for future reference. Otherwise, we will have difficulty giving you a fair assessment, and your hard work will be inevitably ignored.

Course Policies

Attendance and Participation

We trust you would appreciate “the top” participation and an in-class exercise scoring system. These are intended to create a fair and just safety net for any classmate who may face unforeseeable difficulties, such as sickness, accidents, or extraordinary personal or family reasons.

The attendance and participation policies remain intact; all classmates are expected to attend all lectures on time and complete their assigned tasks.

It is wise to attend all parts of a lecture. The lectures are closely interlinked, so if you miss one part, you must double your effort to catch up.

ACADEMIC HONESTY and AVOIDANCE of PLAGIARISM

Plagiarism in any form is strictly prohibited. Any cheating may incur a zero mark of the assessment or receive an F for the final grade. Your attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <https://www.cuhk.edu.hk/policy/academichonesty/>

For each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures.

For assignments in the form of a computer-generated document that is principally text-based and submitted via the plagiarism detection engine *VeriGuide* system (<https://veriguide2cse.cuhk.edu.hk/cuhk/index.jsp>), the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. The declaration should be signed, and the receipt stapled to the hard copy of the assignment before submitting to the teacher. Assignments without the receipt will NOT be graded by teachers.

Reference

- Batat, W. (2021). *Youth marketing to digital natives*. Edward Elgar Publishing.
- Cassatt, A. (2023). *Web3 marketing : a handbook for the next Internet revolution*. John Wiley & Sons, Inc.
- Jarboe, G., Bailey, M., & Stebbins, M. (2023). *Digital Marketing Fundamentals : OMCP's Official Guide to OMCA Certification* (First Edition.). John Wiley & Sons, Inc.
- Kucuk, S. U. (2023). *Visualizing Marketing: From Abstract to Intuitive* (2nd ed.). Springer International Publishing AG. <https://doi.org/10.1007/978-3-031-18215-0>
- Smith, T. A. (2022). *Marketing Effectiveness and Accountability in SMEs : A Multimethodological Approach* (1st ed. 2022.). Springer International Publishing.
- Tiffany, Jenna. (2021). *Marketing Strategy : Overcome Common Pitfalls and Create Effective Marketing*. (1st ed.). Kogan Page, Limited.
- World Advertising Research Council (2011). www.warc.com.
- 戴國良. (2020). *行銷管理：實務個案分析* (五版.). 五南圖書出版股份有限公司.

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