**THE UNIVERSITY OF HONG KONG**

**FACULTY OF BUSINESS AND ECONOMICS**

**MKTG3531: Strategic Marketing Management**

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| **GENERAL INFORMATION** | | | | | | |
| Instructor: Dr. Zhongqiang (Tak) HUANG    Email: [takhuang@hku.hk](mailto:takhuang@hku.hk)  Office: KK702  Tel.: 3917 1612  Consultation Time: By appointment  Teaching Assistant:  Ms. Yana LO  Email: yanalo@hku.hk  Office: KK605  Tel.: 3917 4468  Prerequisites: **MKTG2501 Introduction to Marketing (This class is open to 2-, 3-, 4-year students who completed MKTG2501.)** | | | | | | |
| **COURSE DESCRIPTION** | | | | | | |
| This course is aimed to provide advanced undergraduate students with knowledge and experience for the design of effective marketing strategies from a general management perspective. It examines the marketing management concepts underlying both consumer and industrial marketing strategy and tactics. Strategic marketing focuses on the concepts and processes involved in developing market-driven strategies. The key challenges in formulating market-driven strategies include: (1) acquiring a shared understanding throughout the organization about the current market and how it may change in the future, (2) identifying opportunities for delivering superior value to customers, (3) positioning the organization and its offerings to best meet the needs of its target markets, and (4) developing a coordinated marketing program to deliver superior customer value.  This course is action-learning-oriented and involves running simulations of marketing strategies throughout the semester. | | | | | | |
| **COURSE OBJECTIVES** | | | | | | |
| 1. Provide a capstone class for undergraduate students with prior background in marketing to integrate their learning in marketing (“pull it all together”). 2. Help students learn to think strategically when making and implementing marketing decisions (“strategic decision making”). 3. Help students learn to apply specific analytical approaches and tools for understanding customers, competition, and markets (“applications of marketing data and information”) 4. Help students to develop an appreciation for the relationship between marketing and the other functional areas of business. | | | | | | |
| **FACULTY LEARNING GOALS** | | | | | | |
| FLG1: Acquisition and internalization of knowledge of the program discipline  FLG2: Application and integration of knowledge  FLG3: Inculcating professionalism  FLG4: Developing global outlook  FLG5: Mastering communication skills  FLG6: Cultivating leadership | | | | | | |
| **COURSE LEARNING OUTCOMES** | | | | | | |
| **Course Learning Outcomes** | | | | | **Aligned Faculty Learning Goals** | |
| Through the semester, students are expected to:  CLO1: Develop understanding about what is involved in making marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.  CLO2: Acquire an overview on the contemporary issues in marketing and the unique challenges faced by marketing managers in the dynamic business environment.  CLO3: Develop insights into how differences in economic, cultural, social, political, and legal environments can affect marketing decisions.  CLO4: Develop strategic thinking in the context of complex problems and challenges faced by the contemporary executives and managers.  CLO5: Acquire the necessary analytical and conceptual skills for developing successful marketing programs.  CLO6: Discover sources of information for researching and evaluating product markets.  CLO7: Communicate effectively about marketing issues in group discussions, oral presentations and written reports.  CLO8: Work effectively as a team member in analyzing marketing issues. | | | | | FLG1, FLG2  FLG1, FLG2, FLG4  FLG1, FLG2, FLG4  FLG1, FLG2, FLG4  FLG1, FLG2, FLG3, FLG4  FLG2, FLG3, FLG4, FLG5  FLG3, FLG5  FLG3, FLG5, FLG6 | |
| **COURSE TEACHING AND LEARNING ACTIVITIES** | | | | | | |
| **Course Teaching and Learning Activities** | | | | **Expected contact hour** | | **Study Load**  **(% of study)** |
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| TLA1. Lectures  Instructor will give lectures on major concepts and issues, and will show video clips to help students better understand the international business issues.  TLA2. Class Discussions and Participation  Students will be asked to actively participate in all class discussions and share recent company news with other students.  TLA3. Homework  Homework will be designed to develop students’ ability to summarize major issues, apply the concepts, evaluate and provide reasonable solutions in a business situation.  TLA4. Simulation Project  Students will develop analytical and decision-making skills through hands-on experience in formulating & implementing market-driven strategies in a competitive environment, and develop ability to prepare and deliver a professional marketing presentation and work as a team. | | | | 40hrs  20hrs  20hrs  60hrs | | 30%  15%  15%  40% |
| Total | | | | 140hrs | | 100% |
| **ASSESSMENT** | | | | | | |
| **Assessment Methods** | | **Weight** | **Aligned Course Learning Outcomes** | | | |
| A1. Individual Assessments  A3. Group Project/Simulation  A4. Class participation | | 35%  50%  15% | CLO 1, 2, 3, 4, 5  CLO 1, 2, 3, 4, 5  CLO 1, 2, 3, 4, 5, 6, 7, 8  CLO 1, 2, 3, 4 | | | |
| Total | | 100% |  | | | |
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| **STANDARDS FOR ASSESSMENT** | | | | | | |
| **Course Grade Descriptors** | | | | | | |
| A+, A, A-  B+, B, B-  C+, C, C-  D+, D  F | Report:  Provide detailed documentation of all facts, effectively defense all reasoning and proposals, make accurate analyses to all problems and issues, and give insightful responses to all questions. Free from flawed reasoning, inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for all parts of writing.  Presentation:  Organize and present appropriately, clearly and proficiently for all major points, make all slides professional and readable, deliver effectively all contents, and finish presentation on time.  Report:  Provide detailed documentation of most facts, effectively defense the majority of reasoning and most proposals, make accurate analyses to most problems and issues, and give insightful responses to most questions. Have a little flawed reasoning, a few inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for most parts of the report.  Presentation: Organize and present appropriately, clearly and proficiently for most major points, make most slides professional and readable, deliver effectively most contents, and finish presentation on time.  Report:  Provide detailed documentation of some facts, effectively defense part of reasoning and some proposals, make accurate analyses to some problems and issues, and give insightful responses to some questions. Have flawed reasoning, some inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for part of the report.  Presentation:  Organize and present appropriately, clearly and proficiently for some major points, make some slides professional and readable, deliver effectively some contents, and barely finish presentation on time.  Report:  Provide detailed documentation of a few facts, effectively defense a minor part of reasoning and a few proposals, make accurate analyses to a few problems and issues, and give insightful responses to a few questions. Have considerable amount of flawed reasoning, many inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).  Presentation:  Organize and present appropriately, clearly and proficiently for a few major points, make a few slides professional and readable, deliver effectively a few contents, and fail to finish presentation on time.  Report:  Fail to provide detailed documentation of facts, effectively defense reasoning or proposals, make accurate analyses to problems and issues, and give insightful responses to questions. Have seriously flawed reasoning, numerous inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).  Presentation:  Fail to organize and present appropriately, clearly and proficiently for major points, make slides professional and readable, deliver effectively contents, and finish presentation on time. | | | | | |
| **Assessment Rubrics for Each Assessment** | | | | | | |
| **A1-2. Individual Assessments (35%):**  The assessments will be a combination of multiple choices and case/essay questions. Attendance at lectures will make a significant difference in learning and performance.  **A3. Marketing Strategy Simulation: (50%):**  A simulation software (MarkStrat) will be used throughout the course. This marketing strategy simulation will serve as a continuing, evolving “project” in which students will assume marketing management roles. Within the marketing strategy simulation, each group (up to a maximum of 6 groups) of 5-8 students will assume the responsibility for developing and executing marketing strategies and plans for a firm.  In addition to making marketing decisions, each group will need to make a presentation to discuss their future marketing strategy (at the end of the semester).  The grade for the project is based on 1) Firm Business Performance in Simulation 20% and 2) Future Strategy Plan Presentation 30%.  Students who enroll in this course are required to pay for the use of the software. Currently, the full cost of adopting this simulation is around €54 per student. Each student in this course will need to pay approximately HK$200 with the remaining cost covered by the School. The cost may be changed depending on the pricing of the software company later, but the price difference will not be significant.  At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form (confidential) will need to be submitted at the end of the semester. *In case of poor participation, your group project grade is subject to discount in proportion to your percentage-based confidential peer evaluation score*.  **A4. Class Participation (15%)**  Attendance is a necessary condition for class participation. In case of absence, you need to seek my approval before class. Unreported absence will be penalized. Only under extenuating circumstances, such as medically documented sickness or participation in a University-sponsored activity, will absences be excused. Note that there will be NO make-up for not attending the class. In case of not attending the class, students are responsible to catch up by themselves. Most classes are accompanied by small exercises and cases discussion. Submission of responses to in-class exercises will be proof for class attendance. You are expected to actively participate in the class discussion. Your participation grade will be based on class attendance (**on time**), the quality/frequency of your comments, and your answers to the questions. Class participation will be graded based on the subjective assessment of the instructor. | | | | | | |
| **COURSE CONTENT** | | | | | | |
| * **Textbook (optional)**   *Capon's Marketing Framework (4th Edition)* by Noel Capon   * **MarkStrat Participant Handbook** | | | | | | |
| **REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS** (e.g. journals, textbooks, website addresses etc.) | | | | | | |
| Lecture notes will be distributed in class. Supplementary readings will be handed out in class or uploaded in the course website. | | | | | | |
| **MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE** | | | | | | |
| * conducting mid-term survey in additional to SETL around the end of the semester * Online response via Moodle site * Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (please specify) | | | | | | |
| **COURSE POLICY** (e.g. plagiarism, academic honesty, attendance, etc.) | | | | | | |
| **Professionalism:**  You are expected to exhibit the *highest* level of professionalism and courtesy in and out of class.  Minimum behavioral expectations include:  Avoid multitasking while in class;  Show up to class punctually.  **Plagiarism, cheating, and other misconducts:**  Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.  See also <http://www.hku.hk/plagiarism/> | | | | | | |
| **ADDITIONAL COURSE INFORMATION** (e.g. e-learning platforms & materials, penalty for late assignments, etc.) | | | | | | |
| Please check the course on Moodle regularly. | | | | | | |