

National Taiwan University  
Marketing Management  
Course Syllabus  
(Subject to Change)  
Fall, 2017

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**Text:** *Principles of Marketing* by Philip Kotler and Gary Armstrong, the sixteenth global edition, Pearson Prentice Hall, 2016, 高立圖書。

**Course Objectives:** The objectives of the course are to introduce you to marketing concepts, and strategies and to familiarize you with the elements of marketing mix. Moreover, through the discussion of cases included in the text, we hope to sharpen your skills for critical analytical thinking and effective communication. The applications of game theory in marketing strategies might be freely introduced in the course.

**Grades:** Grades will be determined in the following way:

Midterm Exam	30%
Final Exam	30%
Class Participation, Group case write-ups and projects	40%

**Group Case Write-Up:** Three cases (see the class schedule below) in the text will be discussed in class. You will form groups of five to seven to analyze cases. Each group needs to discuss and analyze those cases in advance. Moreover, group case-write-ups and power point files for the cases and are due at **5pm of Wednesday of the corresponding weeks** in which the respective cases will be discussed. Also, one group will be randomly chosen to present their analysis in class (in less than 6-10 minutes, depending on the number of v-group chosen). One or two volunteer groups will be selected to present their analyses in class. The credits given to the volunteer group will depend on the quality of the presentation. All groups also have to upload its power point files (**For groups which do not volunteer, only three slides need be prepared**). Late reports will not be accepted. The length of the group case-write-ups cannot exceed 10 pages.

**Final Project:** In order to apply what you have learned in the course to real marketing issues, each group has to conduct some marketing analysis for its chosen target company in Taiwan. The written reports will be due and uploaded **before 5pm on Jan. 1, 2017**. Each group should be prepared to present its analytical results in class one week before the final. More will be discussed in the process of the course.

The tentative class schedule is as follows.

Class Schedule (Subject to Change)

Week	Date	Topic	Cases	Chapter
1	9/15	Introduction		1
2	9/22	New Economy, Marketing Environment,		17, 3
3	9/29	Company and Marketing Strategy		2
4	10/6	Customer Analysis	<b>Case1</b>	5
5	10/13	Competitor Analysis		18
6	10/20	Segmentation, Targeting and Positioning <i>(Preliminary thoughts about your final projects are due on 10/19.)</i>		7
7	10/27	Marketing Research	<b>Case 2</b>	4
8	11/3	Marketing Communication Strategies		14
9	11/10	<b>Midterm</b>		
10	11/17	Advertising and Sales Promotion Strategies		15-16
11	11/24	Pricing	<b>Case 3</b>	10-11
12	12/1	Product, Service and Branding Strategies		8
13	12/8	Distribution Strategy	<b>Minicase (To be announced)</b>	12
14	12/15	Retailing Strategy		13
15	12/22	New Product Strategy		9
16	12/29	Other marketing issues		
17	1/5	Project Presentations ( <b>Written reports are due on Jan. 1.</b> )		
18	<b>1/12</b>	Final		

Lecture notes for the first few weeks and some supplemental notes will be available on Ceiba or [www.ba.ntu.edu.tw/chousy/lecture1.html](http://www.ba.ntu.edu.tw/chousy/lecture1.html).