

National Taiwan University
Marketing Management
Course Syllabus
Fall, 2008

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Text: Phillip Kotler and Kevin Lane Keller, *Marketing Management: The 13th Edition*, Prentice-Hall, Inc., 2006, which can be purchased from New-Moon (新月) Publishing company.

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, 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-Ups: You will form groups of five to seven to analyze **four** cases (see the class schedule below), which are drawn from *Principles of Marketing* by Kotler and Armstrong (12th edition). Each group need discuss and analyze those cases in advance. Moreover, group case-write-ups for **the four cases** are due at **5pm of the day before the class** in which the respective case will be discussed. Also, one group will be randomly chosen to present their analysis in class (in less than 15 minutes). Only one volunteer group (with my consent if more than one group volunteers) will present its analysis in class. The credits given to the volunteer group will depend on the quality of the presentation. The group(s) which volunteers to present has to e-mail its power point files to your TA and to me **not later than 5pm the day before the class**. 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 of the final projects will be due **before 5pm on Jan. 6**. Each group needs to present its analytical results in class one week before the final. More will be discussed in the process of the course.

Class Schedule

Week	Date	Topic	Cases	Chapter #
1	9/18	Introduction		1, 5
2	9/25	Marketing Environment		3, 19
3	10/2	Strategic Planning		2
4	10/9	Customer Analysis	Case 1: Prius	6
5	10/16*	No class (To be made up)		
6	10/23	Competitor Analysis		11
7	10/30	Segmentation, Targeting and Positioning	Case2: StubHub	8, 10
8	11/6	Midterm		
9	11/13*	New Product Strategy <i>(Preliminary thoughts about your final projects are due.)</i>		20
10	11/20	Product, Service and Branding Strategies		12-13
11	11/27	Distribution Strategies		15
12	12/4	Marketing Communications	Case 3: Zara	17
13	12/11	Advertising, Sales promotion, and Public Relations		18
14	12/18	Pricing Strategies	Case 4: Berger King	14
15	12/25	Direct Marketing		19
16	1/1	No class		
17	1/8	Project Presentation (written reports are due on 1/6)		
18	1/15	Final		

Starting from next week, lecture notes can be downloaded periodically from www.ba.ntu.edu.tw/chousy.