

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

Instructor: Shan-Yu Chou  
Office: Room 1113, Building #2  
Phone: 33661054

TA: 洪佳任 r05741038@ntu.edu.tw

**Text:** Phillip Kotler and Kevin Lane Keller, *Marketing Management: The 15th Edition*, Pearson Education Limited 2016, which can be purchased from Hwa-Tai (華泰) 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 and applied 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 **three to four** cases (see the class schedule below), some of which are drawn from *Principles of Marketing* by Kotler and Armstrong. Each group need 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 Tuesday 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 (**The minimum number of slides is three for groups which do not volunteer**). Late reports will not be accepted. The length of the group case-write-ups cannot exceed 10 pages. Depending on the class progress, **one mini case might be also discussed in class.**

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. Some preliminary thoughts about your final projects are due on **Oct. 26, 2016**. The written reports of the final projects will be due **before 5pm on Dec. 31, 2017**. 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

The *tentative* schedule is as follows:

Week	Date	Topic	Cases (to be announced)	Chapter
1	9/14	Introduction		1, 5
2	9/21	The New Economy		21
3	9/28	Strategic Planning, Marketing Environment		2, 3
4	10/5	Customer Analysis		6
5	10/12	Competitor Analysis	<b>Case 1</b>	12
6	<b>10/19</b>	Segmentation and Targeting ( <b>Preliminary thoughts about your final projects are due on Oct. 18.</b> )		9
7	10/26	Positioning	<b>Case 2</b>	10
8	11/2	Marketing Research		4
9	<b>11/9</b>	<b>Midterm</b>		
10	11/16	Marketing Communications		19
11	11/23	Advertising, Sales promotion	<b>Case 3</b>	20
12	11/30	Pricing		16
13	12/7	Product, Service and Branding Strategies	<b>Minicase (subject to change)</b>	13-14
14	12/14	Distribution and Retailing Strategies		17, 18
15	12/21	New Product Strategy		15
16	12/28	Other marketing issues		
17	1/4	Project Presentation ( <b>written reports are due on 12/31</b> )		
17	1/11	Final		

The lecture notes for the first few weeks and some supplemental notes (if any) will be available on Ceiba or [www.ba.ntu.edu.tw/chousy/lecture2.html](http://www.ba.ntu.edu.tw/chousy/lecture2.html).