

Teaching Calendar 2009 & Syllabus

School: Ocean University of China
 Program: Pre-MBA (1+1)
 Class: Marketing Management
 Term: Spring 2009
 Time slot: Sunday, 8:00-12:00
 Instructor: Rainer Appel (安瑞德)
 Telephone: 135-73 88 22 66 (mobile)
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 Text book: Armstrong/Kotler: *Principles of Marketing*, ISBN: 0-13-101861-2
 Website: (to download course material) www.rainerappel.cn

Term Week #	Abstract of Teaching content	Weekly	
		Class hours	HW hours
1	<ul style="list-style-type: none"> • Introduction • Course overview • Syllabus 	4	8
2	<p><u>Chapter 8:</u> Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers.</p> <ul style="list-style-type: none"> • Defining the three steps of target marketing: market segmentation, market targeting, and market positioning. • Listing and discussing the major bases for segmenting consumer and business markets. • Explaining how companies identify attractive market segments and choose a target marketing strategy. • Discussing how companies position their products for maximum competitive advantage in the marketplace. 	4	8
3	<p><u>!!! Quiz !!!</u></p> <p><u>Chapter 9:</u> Product, Services, and Branding Strategy</p> <ul style="list-style-type: none"> • Defining product and the major classifications of products and services. • Describing the roles of product and service branding, packaging, labeling, and product support services. • Explaining the decisions companies make when developing product lines and mixes. • Identifying the four characteristics that affect the marketing of a service. • Discussing the additional marketing considerations that services require. 	4	8

4	<p>!!! Quiz !!!</p> <p>Chapter 10: New-Product Development and Product Life-Cycle Strategies</p> <ul style="list-style-type: none"> • Explaining how companies find and develop new-product ideas. • Listing and defining the steps in the new-product development process. • Describing the stages of the product life cycle. • Describing how marketing strategies change during the product's life cycle. 	4	8
5	<p>!!! Quiz !!!</p> <p>Chapter 11, 12: Pricing Considerations and Strategies</p> <ul style="list-style-type: none"> • Identifying and explain the external and internal factors affecting a firm's pricing decisions. • Contrasting the three general approaches to setting prices. • Describing the major strategies for pricing imitative and new products. • Explaining how companies find a set of prices that maximizes the profits from the total product mix. • Discussing how companies adjust their prices to take into account different types of customers and situations. • Discussing the key issues related to initiating and responding to price changes. 	4	8
6	<p>!!! Quiz !!!</p> <p>Chapter 13: Marketing Channels and Supply Chain Management</p> <ul style="list-style-type: none"> • Explaining why companies use distribution channels and discuss the functions these channels perform. • Discussing how channel members interact and how they organize to perform the work of the channel. • Identifying the major channel alternatives open to a company. • Explaining how companies select, motivate, and evaluate channel members. • Discussing the nature and importance of marketing logistics and supply chain management. 	4	8
7	<p>!!! Quiz !!!</p> <p>Chapter 14: Retailing and Wholesaling</p> <ul style="list-style-type: none"> • Explaining the roles of retailers and wholesalers in the distribution channel. • Describing the major types of retailers and give examples of each. • Identifying the major types of wholesalers and give examples of each. • Explaining the marketing decisions facing retailers and wholesalers. 	4	8
8	<p>!!! Midterm Exam !!!</p> <p>Chapter 14: Marketing in the Digital Age</p> <ul style="list-style-type: none"> • Identify the major forces shaping the new Digital Age. • Explain how companies have responded to the Internet and other powerful new technologies with e-business strategies, and how these strategies have resulted in benefits to both buyers and sellers. • Describe the four major e-commerce domains. • Discuss how companies go about conducting e-commerce to profitably deliver more value to customers. • Overview the promise and challenges that e-commerce presents for the future. 	4	8

9	<p>!!! Quiz !!!</p> <p>Chapter 15, 16: Integrated Marketing Communication: Advertising, Sales, Promotion, and Public Relations</p> <ul style="list-style-type: none"> • Discuss the process and advantages of integrated marketing communications. • Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix. • Describe and discuss the major decisions involved in developing an advertising program. • Explain how sales promotion campaigns are developed and implemented. • Explain how companies use public relations to communicate with their publics. 	4	8
10	<p>!!! Quiz !!!</p> <p>Chapter 17: Integrated Marketing Communication: Personal Selling and Direct Marketing</p> <ul style="list-style-type: none"> • Discuss the role of a company's salespeople in creating value for customers and building customer relationships. • Identify and explain the six major sales force management steps. • Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing. • Define direct marketing and discuss its benefits to customers and companies. • Identify and discuss the major forms of direct marketing. 	4	8
11	<ul style="list-style-type: none"> ▪ Quiz ▪ Research project: presentation team 1 <p>Chapter 4: The Marketing Environment</p> <ul style="list-style-type: none"> • Environmental forces • How demographic and economic factors affect marketing • Identifying trends in the firm's natural and technological environments • Key changes in political and cultural environments • How companies react to the marketing environment 		
12	<ul style="list-style-type: none"> ▪ Quiz ▪ Research project: presentation team 2 <p>Chapter 5: Managing Marketing Information</p> <ul style="list-style-type: none"> • The importance of information to the company • Defining the marketing information system • The steps in the market research process • How companies analyze and distribute information • Special issues facing market researchers 	4	8

13	<ul style="list-style-type: none"> ▪ <u>Quiz</u> ▪ <u>Research project: presentation team 3</u> <p>Chapter 15: The Global Marketplace</p> <ul style="list-style-type: none"> • Discuss how the international trade system, economic, political-legal, and cultural environments affect a company's international marketing decisions. • Describe three key approaches to entering international markets. • Explain how companies adapt their marketing mixes for international markets. • Identify the three major forms of international marketing organization. 	4	8
14	<ul style="list-style-type: none"> ▪ <u>Quiz</u> ▪ <u>Research project: presentation team 4</u> <p>Chapter 18: Creating Competitive Advantage</p> <ul style="list-style-type: none"> • Learn how to understand competitors as well as customers via competitor analysis. • Understand the fundamentals of competitive marketing strategies based on creating value for customers. • Realize the need for balancing customer and competitor organizations in order to become a truly market-centered organization. 	4	8
15	<u>!!! Final Exam !!!</u>	4	8

Course Evaluation

Exam 1 on course content of weeks 1 to week 7	25%
Exam 2 on course content of weeks 8 to week 14	25%
Quizzes*	20%
Research project	30%
TOTAL	100%

A 10-point grading scale will be used throughout the course, where A = 90-100, B = 80-89, C = 70-79, D = 60-69, and F = 0-59 points.

*: Regarding the pop quizzes on the cases, you may drop your lowest grade—which will be a zero if you miss one of these five-minute tests due to absence or tardiness.