

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2020 Fall
<b><u>Course Name</u></b>	Marketing
<b><u>Course Code</u></b>	BOP301
<b><u>Course Type</u></b>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input checked="" type="checkbox"/> Basic Disciplinary Course
<b><u>Course Credits</u></b>	3
<b><u>Course Hours</u></b>	48
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Luna Wang
<b><u>Contact Information</u></b>	Office: C105 Tele: (010) 83951109 Email: wangyue@cueb.edu.cn
<b><u>Office Hour</u></b>	M 3pm-5pm T 3pm-5pm Thur 3pm-5pm
<b><u>Learning Centre</u></b>	W 4pm-6pm 6pm-8pm
<b><u>Grade/Section</u></b>	2018BA 2018ACCA
<b><u>Course Time/Place</u></b>	Mon 8:00-9:00 #5 208 W 10:10-12:00 #5 208

#### **Textbook**

Marketing Management, 营销管理 (英文版·原书第2版)

(美) 格雷格 W.马歇尔 (Greg W. Marshall), (美) 马克 W.约翰斯通 (Mark W. Johnston) 著  
ISBN(书号) : 978-7-111-57756-0

丛书名 : 高等学校经济管理英文版教材

#### **Course Description**

This course's aim is to familiarize students with the different aspects of Marketing. The course covers topics about marketing theories and concepts in the modern society, its developments and trends, its applications on various companies' and industries' cases. This is a course to help students understanding how is marketing management in the 21<sup>st</sup> Century looks like and how to adapt all the theories and concepts to the real world.

#### **Learning Objectives**

Through the class, students are expected to gain an increasing awareness of marketing management, such as advertisements in our daily life, promotions using high technology and new media, products and services

upgrades, price vs. value, etc. By the end of the semester students should have a good overall idea of the different aspects of marketing, with a special understanding on how a firm can manage the whole process of marketing a specific product or service.

### **Teaching Methods**

This course contains lectures, class discussions, in-class activities, homework, presentation, personal/group projects and a final exam. Textbook content will be introduced first. Then real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

### **Grade Criterion**

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Presentation	15%	A personal presentation will be given on a chosen firm's marketing case.
Personal Reflection Paper	20%	A personal paper reflecting students' thoughts and analyses on a chosen firm case.
Group Project and Presentation	25%	The students will be divided into several groups to write a final group report and prepare a presentation. Each student is required to be involved in the presentation. One group needs to write only one report. The topics will be given and chosen in class.
Participation	10%	Frequency and quality of class participation including answering questions, asking questions, lead group discussions, and so on.
Attendance	10%	Refer to attendance policy listed below
<b>Total</b>	<b>100%</b>	

### **Detailed Grade Computation**

	BeforeMidterm	AfterMidterm
Attendance	5%	5%
Participation	5%	5%
Paper	20%	
Midterm test	15%	
Group Project		25%
Final exam		20%
Total	45%	55%

### **Grading Policy**

A+ 97-100 A 93-96 A- 90-92 B+ 87-89 B 83-86 B- 80-82  
 C+ 75-79 C 70-74 C- 67-69 D+ 63-66 D 62-60 F 0-59

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## **Exam Schedule**

Midterm Presentation: October 26-30 Week

Final Exam: Dec 23-Jan 1, 2021

## **Assessment of Student Performance**

### ***Self-Study and Reading ability Practice***

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

### ***Homework***

Students should finish their homework by themselves. Copying from others will be treated as **cheating** and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

### ***Attendance***

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ **Being late for 15 minutes or more is considered an absence.**
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

### ***Participation***

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class through Yunbanke. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

### ***Textbook***

Students must bring the textbook to class.

### Topical Course Outline

Aug 31 Week 1: Chapter 1 Marketing in Today's Business Milieu

Sep 7 Week 2: Chapter 2 Elements of Marketing Strategy, Planning and Competition

Sep 14 Week 3: Chapter 3 Manage Marketing Information

Sep 21 Week 4: Chapter 4 Understand Business to Consumer Markets

Sep 28 Week 5: Chapter 5 Understand Business to Business Markets

*A Guest Speaker from a firm's management level may be invited to give a seminar (date to be determined)*

Oct 5 Week 6: Chapter 6 Segmentation, Target Marketing, Positioning, and CRM

Oct 12 Week 7: Chapter 7 Product Strategy and New Product Development

Oct 19 Week 8: Chapter 8 Build the Brand

*Personal Project Paper Due by the End of This Week*

Oct 26 Week 9: *Midterm Presentations*

Nov 2 Week 10: Chapter 9 Service as the Core Offering

Nov 9 Week 11: Chapter 10 Managing Price Decision

Nov 16 Week 12: Chapter 11: Manage Marketing Channels and Points of Customer Interface

Nov 23 Week 13: Chapter 12: Promotional Strategy and New Media

Nov 30 Week 14: Chapter 13: Advertising, Sales Promotion, and Public Relations

Dec 7 Week 15: Chapter 14: Personal Selling and Direct Marketing

Dec 14 Week 16: *Final Group (Project) Presentations*

Dec 23-Jan 1, 2021 *Final Exam*

*Note: Chapter 15 and Chapter 16 are left for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.*

### Teacher's Office Hour

- ♦The instructor's office hour is shown in the front of the office door.
- ♦Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦The time can be scheduled by instructors or students, or both.

### Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### *2020-2021 ACADEMIC CALENDAR*

*Fall Semester, 2020*

*August 29, 2020— January 10, 2021*

*Aug.29-30*

*Registration (Sophomores and Juniors)*

*Aug.31*

*Classes Begin (Sophomores and Juniors)*

*Sep.5-6*

*Registration (Seniors)*

*Sep.7*

*Classes Begin (Seniors)*

*Sep.11*

*Last Day to Drop or Add a Course*

<i>Sep.19-20</i>	<i>Registration (Freshmen)</i>
<i>Sep.21-25</i>	<i>Entrance Education (Freshmen)</i>
<i>Sep.28</i>	<i>Classes Begin (Freshmen)</i>
<i>Oct.1</i>	<i>National Day &amp; Mid-Autumn Festival</i>
<i>Oct.26 - 30</i>	<i>Midterm Test (tentative)</i>
<i>Dec.19-22</i>	<i>Revision (Sophomores and Juniors)</i>
<i>Dec.23- Jan.1, 2021</i>	<i>Final Exam Period (Sophomores and Juniors)</i>
<i>Dec.26-29</i>	<i>Revision (Seniors)</i>
<i>Dec.30- Jan.8, 2021</i>	<i>Final Exam Period (Seniors)</i>
<i>Jan.1, 2021</i>	<i>New Year's Day</i>
<i>Jan.4</i>	<i>Winter Vacation Begins (Sophomores and Juniors)</i>
<i>Jan.4-8</i>	<i>Final Exam Period (Freshmen)</i>
<i>Jan.11</i>	<i>Winter Vacation Begins (Freshmen and Seniors)</i>

*Note: Over the course of the semester, every attempt will be made to follow the daily schedule listed in the syllabus. However, depending on overall class progress, the syllabus may be adjusted. Any departures from the syllabus will be announced in class.*

**Instructor:** Luna Wang 王玥

**Department Head:**

