



中央民族大学
MINZU UNIVERSITY OF CHINA

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Minzu University of China

MNGT 480 Marketing Management and Strategy

Summer 2020

Basic Information

Class hours: Monday through Thursday, 2 hours each day

Discussion: Friday, 1 hour (60 minutes)

Review Section: Saturday, 1 hour (60 minutes)

Office Hour: 2 hours (According to professors' teaching plan)

Field trip: According to professors' teaching plan

Credit: 4

Total contact hours: 60 (50 minutes each)

Instructor: TBA

Course Overview

This course focuses on strategic planning and examines how environmental factors affect long-term marketing strategies, how firms adapt to opportunities and threats in dynamic environments and how to assess development of competitive advantages.

Learning Outcomes

At the end of this class, students should be able to:

- Explain how organizations strategically plan for the achievement of marketing objectives using marketing variables and categories involved in the marketing of a good or service (e.g., product, price, place and promotion).
- Identify and assess variables used in the analysis (e.g., SWOT analysis), formulation, and implementation of marketing strategy.
- Demonstrate how marketing strategy relates with managing a marketing plan in terms of key marketing messages, the customer, and company's value proposition (e.g., the firm's theory of competitive advantage).

Course Textbook (Required)

Marketing Management 15/e by Philip T. Kotler and Kevin Lane Keller© Pearson 2016

ISBN: 978-0134236933

First Week

Marketing Management and Capturing Marketing Insights

CH 1. Defining Marketing for the New Realities

CH 2. Developing Marketing Strategies and Plans

CH 3. Collecting Information and Forecasting Demand

CH 4. Conducting Marketing Research

Second Week

Connecting with Customers

CH 5. Creating Long-term Loyalty Relationships

CH 6. Analyzing Consumer Markets

CH 7. Analyzing Business Markets

CH 8. Tapping into Global Markets



Third Week

Building Strong Brands

- CH 9. Identifying Market Segments and Targets
- CH 10. Crafting the Brand Positioning
- CH 11. Creating Brand Equity
- CH 12. Meeting Competition and Driving Growth

Midterm Exam

Fourth Week

Shaping Market Offerings and Delivering Value

- CH 13. Setting Product Strategy
- CH 14. Designing and Managing Services
- CH 15. Introducing New Market Offerings
- CH 16. Developing Pricing Strategies and Programs
- CH 17. Designing and Managing Integrated Marketing Channels
- CH 18. Managing Retailing, Wholesaling, and Logistics

Fifth Week

Managing Communications and Long-Term Success

- CH 19. Designing and Managing Integrated Marketing Communications
- CH 20. Managing Digital Communications
- CH 21. Managing Mass Communications
- CH 22. Managing Personal Communications
- CH 23. Marketing for Long-Term Success

Final Exam

Course Assignments

The grades are based on quizzes (you will have two quizzes during the semester), group cases (assigned as a part of your chapter exercises), a midterm, and a final exam. The exams will consist of short answer, short essay and/or multiple-choice questions derived from the lecture material and text. The midterm will consist of material covered up until the date of the exam, and the final is cumulative.

The groups will be assigned during the first week of class and group projects will consist of case studies taken from the text. Your group will give an overview of the case and present the problems and solutions to the case study questions. The cases are designed to enhance your learning experience via peer-to-peer learning and class discussion.

The quizzes are based on the chapters we cover, so please make sure to read the chapters prior to attending class and be prepared to have discussion in class regarding the principles we are studying.

Course Grades

The quizzes, group cases, midterm and final exams are weighted as follows:

Quizzes Group	10	
Cases		20
Midterm Exam	30	
Final Exam		40
Total		100

The letter grade you get for the course is based on the following grading scheme (from lower percent): **A+ 97-100; A 94-96; A- 90-93; B+ 87-89; B 84-86; B- 80-83; C+ 77-79; C 74-76; C- 70-73; D+ 67-69; D 64-66; D- 60-63; F < 60**

For example, if you earn 90 points, you would receive an A- as your grade.



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Attendance and Participation

You are expected to attend and participate in class. Any excused absences need to be approved by your instructor in advance. Exams must be taken on the dates and times set forth in the class and on this syllabus.

Case Study Guidelines

Each group prior to class should prepare the case studies and discussion questions in advance. Your group is expected to participate in class and have a thorough working knowledge of the case and/or discussion questions assigned that week.

You are expected to answer the case questions in full detail, and may expand beyond them. You may be asked to assess the teamwork in your group at the end of the semester.

Each case is different and based on a real-world issue. As such, you will be given direction as how to proceed with the assigned readings, case questions, and in class discussion on a weekly basis. Attendance and participation and working successfully with your team are key!

Academic Integrity

Academic misconduct is any activity that tends to compromise the academic integrity of the University, or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions, and may result in a failing grade.

Honor Statement

“As a member of the academic community I am personally committed to the highest standards of ethical behavior. Honesty and integrity are the foundation from which I will measure my actions. I will hold myself, and my peers accountable to adhere to these standards. As a leader in the classroom, community and business environment, I will pledge to live by these principles and celebrate those who share these ideals.”

Syllabus Updates

Information on this syllabus may be updated at your instructor’s discretion. You are responsible for keeping up to date as such (via online and/or in class). The subject we cover is dynamic, and as such we may bring in new material for your consideration into class to discuss. Please be aware of this. Thank you for your cooperation!