KAIST BUSINESS SCHOOL	**Professor Minhi Hahn**
IM513 MARKETING ANALYSIS & STRATEGY	**SUPEX 2326 (958-3635)**
Spring 2013	**mhhahn@business.kaist.ac.kr**
Class Hours: Tu. & Th. 1:00-2:15	**Office Hr: After Classes or by Appointments**

Position of the course: The First Marketing Course for MBA Students

To Information Media MBA students who may have never taken a marketing course for a full semester, this course introduces basic concepts and decision frameworks in marketing. Also provided are opportunities to apply the concepts and frameworks to marketing cases of various firms including those in the information media industry. In this course, the instructor will try his best to lead the student to become well prepared marketers for planning and executing good marketing. After introducing basic concepts and frameworks for Marketing, focus will be given on issues related to partnering with customers in the market and making happy and efficient transactions of values with them.

Text & Readings:

Text: Kotler, Philip and Gary Armstrong (2012), *Principles of Marketing*, 14th ed., Prentice-Hall. Additional cases are required.

What you can expect from me:

I will try my best to be a warm-hearted, sincere, fair, and effective teacher.
I will sincerely listen to your questions and opinions related to class topics and class operations.
I will not infer your personal capability or personality from the course grades you achieve.
I will be a good after-service teacher to every student who throws sincere efforts into this course.

What I expect from you:

You should try your best to be a warm-hearted, sincere, fair, and effective student.
You should be active in learning by doing: Be constructive, be proactive, and be responsible.
You should read class materials before coming to class. (Make summary notes.)
You should positively contribute to your team activities and to your class discussion.

Course Grading

3 Homework Quiz Reports	15% (3 x 5%)
5 Team Case Reports & Discussion + One Presentation	40% (5 x 6%+ 10%)
1 Individual Case Report & Discussion	10%
Term Project (A Case Development, Analysis & Presentation)	25%
Participation & Contribution to the course	10%
	100 %

Expected Distribution of Grades: A+ (10%), Ao (15%), A- (20~25%),
B+ (20%), Bo (15%), B- (15%), and C (0~5%)

Honor Codes

Students who are responsible for unethical conducts in this course will get the F-grade. Unethical conducts include behaving inappropriately during examinations, using others' ideas or works inappropriately, or getting others' help without clearly disclosing the source and content of the help. Also, students should not be absent from or late to a class without notice of "inevitable" reasons to the instructor.

Case Analysis & Term Project

Once teams are formed, each team will be responsible for submitting **five case reports** and doing **a term project**. Case reports need to address *guideline questions* and make *detailed recommendations* on the main issues selected by your team in 2-5 pages of word files. **NEVER** summarize cases in the reports. Please make sure that sufficient ***logical explanations*** are described in the report that supports your recommendations. Typically, teams should pick an important and intriguing problem from a case. Then, identify *main alternatives* to address the issue, analyze expected outcomes for each of the alternatives, and logically recommend the best alternative for the problem. Also, your ideas on crucial execution issues for the chosen alternative should be described.

For the term project, each team should develop a new marketing case and analyze it to suggest effective marketing strategies. All teams will have the opportunity to present their studies in class during the week 15. The term project is due on Thursday, the 23rd of May. The report may be written in the ppt-file-format. But, the content should be able to clearly deliver your messages in detail. There will be the **peer rating** at the end of the semester.

Homework Quiz Reports

Each student should submit brief Home Quiz Reports. I expect that there will be 3 quiz reports. For each issue presented in the Homework Quiz, students should answer what is written in the textbook plus what they think about the issue. Creative ideas and logical supports for your thoughts will be valuable.

Weekly Schedules for Marketing Analysis & Strategy: Spring 2013

Week		**Topic**	**Reading & Assignments**
(PART I)			
W1	2/5	**OVERVIEW** Introduction to the course Marketing and Consumer Happiness	Syllabus & **LF1** (Lecture File 1)
	2/7	**MARKETING with HEART** Good Marketing Basic Concepts of Marketing Becoming a Good Marketing Person	**Chapter 1** "Love Me Tender Please"
W2	2/12	**PLANNING & EXECUTION** An Example: **L'eggs** Marketing Process	**LF2** Introduction of Teams "DootGuard"
	2/14	**CONSUMERS** Understanding Customers Consumer Behavior and Choice An example: **Commerce Bank**	**Chapter 5** **HQ1 (Ch. 1, 5, 7): DUE 2/19**
W3	2/19	**PARTNERING WITH CONSUMERS** Partnering and Positioning An example: **Progressive Insurance**	**Chapter 7**, **LF3**
	2/21	**TEAM CASE DISCUSSION (1)**	Team Report, Discussion

		Case 1: The Fashion Channel	**Team A**
W4	2/26	**MARKETERS** Marketers and Competition Products, Services, and Experiences	**LF4**
	2/28	**OFFERS (I)** Managing Offers to Consumers Brand Management	**Chapter 8**
W5	3/5	**MARKETERS' SOCIAL CONTRIBUTION** Marketing 3.0	
	3/7	**OFFERS (II)** Valuing New Offers	**Chapter 10** **HQ2 (Ch. 8, 10, 12): 3/12**
W6	3/12	**CHANNELING OFFERS** Gaps of Delivering and Service Outputs Design and Management of Offer Channels	**Chapter 12**, **LF5**
	3/14	**TEAM CASE DISCUSSION (2)** **Case 2: New York Times Paywall**	Team Reports & Discussion **Team B**
W7	3/19	**CHANNELING INFORMATION** Gaps in Information Integrated Marketing Communication	**Chapter 14**,
	3/21	**TEAM CASE DISCUSSION (3)** **Case 3:Sephora Direct**	Team Case Reports **Team C**
W8	3/21	**TRANSACTIONS & WRAP UP** Value Gaps & Adjustments Making Transactions (Consulting, Entertaining, & Selling)	

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PART II

W9	4/2	**MARKETING ENVIRONMENT** Macro and Micro Marketing Environment Evolution of Marketing Paradigms Media and Marketing	**Chapter 3**, **LF6**
	4/4	**STRATEGIC MARKETING** Strategic Marketing An Example: Hyundai Motors	**Chapter 2** **HQ3 (Ch. 2, 3, 14): 4/5**
W10	4/9	**MARKETING RESEARCH** Decision Making in Marketing Marketing Research	**Chapter 4**, **LF7**
	4/11	**TEAM CASE DISCUSSION (4)** **Case 4: Samsung Electronics: GMO**	Team Reports & Discussion **Team D**
W11	4/16	**STRATEGIC PARTNERING** Issues of Organizational Customers Managing Lines of Offers: BMW	**(Chapter 6), LF8** **Chapter 11**
	4/18	**TEAM CASE DISCUSSION (5)** **Case 5: MODU**	Team Reports & Discussio **Team E**
W12	4/23	**NEW OFFERING** Designing New Offers Testing New Offers & Launching Strategic Perspective of New Offering	**Chapter 9**
	4/25	**CHANNELING (2)** Marketing Communications Channeling non-physical transactions An example: Aqualisa Quartz	**Chapter 15**, **LF10**
W13	4/30	**INDIVIDUAL CASE DISCUSSION** **Case 6: To Be Announced Later**	Personal Reports & Discussion

	5/2	**CHANNELING (3)** Retailers and Retailing	**Chapter 13**
W14	5/7	**TRANSACTIONS** Transactions Direct Marketing and CRM	**Chapter 16, 17**
	5/9	**WRAP UP** Marketing with Heart and Beyond (2)	
W15	5/14	**TERM PROJECT PRESENTATIONS**	**Team A , B, & C**
	5/16	**TERM PROJECT PRESENTATIONS**	**Team D & E**
W16	5/21	**No Class**	
	5/23	**Due: Term Reports**	

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This schedule is as of **January 30, 2013**.

Cases, topics, and schedules may be updated later.

You may refer to published marketing books, journals, newspapers, magazines, and privately collected materials. You may also use interviewed information as long as you get consent to use it from the interviewee.

You should not use any proprietary materials without a formal consent from the responsible party handling the materials.

Whenever you have questions, feel free to ask me in person, or on the course forum. I promise you that I will REPLY to your question whatever it is.

Language Policy:

For lectures, class discussions, and reports of this course, we use English as our standard language. As exceptions, I will allow students to use Korean for dealing with delicate issues difficult to discuss or ask questions. Then, I will summarize what is discussed in English for students who cannot speak Korean.

PERSONAL SURVEY 2013

1. NAME:

2. UNDERGRADUATE MAJOR:

3. MARKETING COURSES TAKEN BEFORE:

4. MAIN JOB EXPERIENCE

5. I AM…

6. PURPOSE(S) OF TAKING THIS COURSE

6. OTHER COMMENTS OR QUESTIONS: