KAIST College of Business (Spring 2017)	Professor Minhi Hahn
MGT520B MARKETING	SUPEX 2326 (958-3635)
IM513E MARKETING ANALYSIS & STRATEGY	**mhhahn@business.kaist.ac.kr**
SMB520E MARKETING	
Class Hours: Tu. & Th. 1:00-2:20	Classroom: TBA
Office Hr: After Classes or by appointments	T.A.: Jooyoung Lim

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

To TMBA, SEMBA and Information Media MBA students who have never taken a marketing course for a full semester, this course introduces basic concepts and decision frameworks in marketing. It also provides opportunities to apply the concepts and frameworks to marketing cases of firms in various industries such as game, telecommunication, finance, and computer industry. The purpose of this course is to lead students **to become well prepared marketers** who can plan and execute good marketing. After introducing basic concepts and frameworks for marketing, we will focus on issues related to partnering with consumers, offering values to them, channeling gaps between marketers and consumers, and transacting values with partnering consumers.

Text, Readings and Preparations:

Text: [**KA**] Kotler, Philip T. and Gary Armstrong (2015), ***Principles of Marketing***, 16th ed., Prentice-Hall. (Note that we use the global edition of the book.) Additionally, **cases** and lecture files will be used for this course.

After concepts and frameworks are introduced by lectures, students will be asked to participate in discussions regarding how to apply them in practice. The quality of the students' contribution in the discussion is extremely important for the success of this course.

Honor Codes

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

Course Grading

Five team case reports & discussion	30%
One case presentation & discussion	10
Term project (Case development, analysis & presentation)	20
Two exams (Mid-term and Final)	25
Individual participation & contribution to the course	15
	100 %

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

Case Analysis & Term Project

Once teams are formed, each team will be responsible for submitting **five case reports,** presenting one case analysis leading discussions, and reporting and presenting **a term project**. Case reports may address *guideline questions* and make *detailed recommendations* on the selected important issues 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 select one or a few important problems in a case, identify *main alternatives* to address the problem, analyze the expected outcomes for the alternatives, and logically recommend the best alternative. Also, crucial execution issues for the chosen alternative should be described.

For the term project, each team should develop a marketing case and analyze it to suggest effective marketing strategies. The term project is **due on the 9th of May**. All the teams will have the opportunity to present their studies in class. Though report may be written in the power-point format, the content should clearly deliver your messages in detail. There will be the **peer rating** at the end of the semester. Your team activity evaluations will be adjusted reflecting the peer rating.

Weekly Schedules for Marketing (Marketing Analysis & Strategy): Spring 2017

Week		Topic	Reading/Assignments
W1	2/2	**OVERVIEW** Introduction to the course Marketing & Happiness True Partnership Marketing An example: "Love me tender, please"	**LF1** (Lecture File 1)
	2/7	**BASIC CONCEPTS IN MARKETNG** Good Marketing Basic Concepts of Marketing An example: "Build-A-Bear"	**KA Chapter 1**
W2	2/9	**MARKETING PROCESS** Marketing Process Examples: "CarLuv" An example of Case Report: **NYL Annuity**	**LF2** **Making of Teams**
	2/14	**CONSUMERS** Understanding Customers/ Consumer Insights Consumer Behavior and Choice An example: Ontelo PicDeck	**KA Chapter 5**
W3	2/16	**CASE DISCUSSION (1)** **Gaming the Gamers** Profiling and understanding gamers	**Case Reports**
	2/21	**MARKETERS** Marketers, Environments, Brands and Competition Products, Services, and Experiences An example: Nettwerk	**LF4**

W4	**2/23**	**PARTNERING WITH CONSUMERS (1)** Finding Partners Building & Enriching Partnerships An example: Telco segmentation	**KA Chapter 7**, **LF3**
	2/28	**PARTNERING WITH CONSUMERS (2)** Making marketers distinctive by Positioning An example: BOA Mobile Banking	
W5	3/2	**TEAM CASE DISCUSSION (II)** **Case 2: Kindle Fire** Launching a premium e-reader or a low-end tablet?	**Case Reports**
	3/7	**OFFERS (I)** Managing Offers to Customers Marketing products, services, and experiences	**KA Chapter 8**
W6	3/9	**OFFERS (II)** Valuing New Offers (Pricing)	**KA Chapter 10**
	3/14	**CASE DISCUSSION (3)** **Case 3: Tablet Teach** Transforming a fuzzy idea into a real business	**Case Reports**
W7	3/16	**CHANNELING OFFERS** Service Outputs to fill Gaps of Delivering Values Design and Management of Distribution Channels An example: CDK	**KA Chapter 12**, **LF5**
	3/21	**CHANNELING INFORMATION** Communications to fill Gaps in Information Integrated Marketing Communication An example: Eileen Fisher repositioning	**KA Chapter 14**,
W8	TBA	**MID-TERM EXAM**	

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W9	3/30	**MARKETING ENVIRONMENT** Macro and Micro Marketing Environment Evolution of Marketing Paradigms Past-Present-Future of Marketing	**KA Chapter 3, LF6**
	4/4	**STRATEGIC MARKETING** Strategic Marketing Examples: Hyundai Motors, Hyundaicard	**KA Chapter 2**
W10	4/6	**NEW OFFERING** Idea generation, screening & launching An example: L'eggs	**KA Chapter 9**
	4/11	**CASE DISCUSSION (4)** **Case 4: Cisco Routers (or Modu)** Digital SNS launching of B2B routers	**Case Reports**
W11	4/13	**MARKETING RESEARCH** Decision Making in Marketing Marketing Research	**KA Chapter 4, LF7**
	4/18	**SOCIAL CUSTOMERS (II)** Issues of Organizational Customers Social Entrepreneurship: An example of Mountain Hazelnuts	**(Chapter 6), LF8**
W12	4/20	**CASE DISCUSSION (5)** **Case 5: Apple Pay** Replacing wallets	**Case Reports**
	4/25	**CHANNELING (2)** Marketing Communications Channeling non-physical transactions An example: Aqualisa Quartz	**KA Chapter 15, LF10**

W13	4/27	**CHANNELING (3)** Marketing Communications An example: Maersk	**KA Chapter 15**
	5/2	**CASE DISCUSSION (6)** **Case 6: MasterCard: Financial Inclusion** Banking services to underserved people	**Case Reports**
W14	5/4	**TRANSACTIONS** Closing Transactions Direct Marketing and CRM Wrap Up	**Chapter 14, 17**
	5/9	**TERM PROJECT PRESENTATIONS (1)** Due: Term Reports	
W15	5/11	**TERM PROJECT PRESENTATIONS (2)**	
	5/16	**TERM PROJECT PRESENTATIONS (3)**	
W16	**TBA**	**FINAL EXAM**	

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This schedule is as of **December 20, 2016**.
English is the standard language for this course.
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.

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.

What I expect from you and me: You and I building and enriching life-long true partnerships that can make both of us happier.

PERSONAL SURVEY 2017

1. NAME:

2. UNDERGRADUATE MAJOR:

3. MARKETING COURSES TAKEN:

4. MAIN JOB EXPERIENCE

5. I AM…

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6. OTHER COMMENTS OR QUESTIONS: