KAIST GRADUATE SCHOOL OF MANAGEMENT
EMBA MARKETING MANAGEMENT
Spring 2018

Instructor:	Yeosun Yoon
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Class Time:	Fridays 3 – 6 pm
Location:	SUPEX # 402
Office Hours:	By appointment

COURSE OVERVIEW

Course Objectives

1. To expose students to the environmental forces that must be analyzed by global marketers, including economic, financial, political, legal, and cultural forces. Toward this end, students will be exposed to changes in the environment and the ways in which firms are affected in terms of competition and marketing strategy/operation.

2. To gain managerial perspectives and analytical ability in the definition and solution of marketing problems. Also, to apply marketing frameworks and models to "real world" situations through various cases and readings.

3. To develop student's understanding and appreciation of the unique cultural environment in which marketing takes place and to heighten cultural sensitivity which is vital to success in global marketing.

4. This course is concerned with the development, evaluation, and implementation of marketing in a complex environment. The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques, and models, which enable students to view marketing problems in a new light. After having taken the course, you will have a deeper understanding and appreciation of what marketing is, the role of marketing in an organization, and how marketing can be used as a strategic and tactical mechanism to create value. The course addresses strategic issues such as:

- How does marketing create value?
- Why is marketing important in the knowledge era?
- Positioning a brand in a competitive landscape
- Creating, Pricing, Delivering, and Communicating the Value Proposition

The course will mainly be a combination of discussion, lecture, and guest speakers. This means that your participation is critical for the success of this class as is my lecture on various topics. I will try my best to enhance the interaction between the instructor and the students or between the students to promote a healthy dialogue. Interactions will be especially encouraged when discussing cases and articles. I will also be using business clips from leading practitioner outlets such as WSJ, Business Week, and Economist. These business clips are not included in the coursepack but will be uploaded on the course forum before class.

Required Materials

1. Kotler, Philip & Gary Armstrong, Principles of Marketing, 16th edition
2. Harvard Cases
3. Supplementary readings

Course Requirements and Grading

• Final Exam & 4 Thought Papers	50%
• 4 Case Write-up Assignment (in groups)*	40%
• Class Participation	10%

Total	100 %

* will be determined by your group's grade as well as your peer evaluation.

Final Exam and Thought Papers

We will have a final exam that accounts for 50% of your total grade. The exams will be an open-book case analysis for 3 hours during the last day of class. In addition, write a one page thought paper about 3 impressive marketing cases you encounter during the entire semester (including Starbucks Coffee Company case). Specific instructions for thoughts papers are given on the first day of class.

Group Case Write-up Assignment

There will be 4 case write-up assignments which must be done in groups. They will offer you an opportunity to analyze real world business situations using the concepts and tools that we have covered in class. I will provide guidelines for the case write-up later. These assignments account for 40% of your total grade. Students must submit an electronic copy through email and turn in a hard copy of their written assignments (PowerPoint presentation file) at the **beginning of class on the due day**. **Late papers will NOT be accepted under ANY circumstances.**

All students **must not** obtain any material from **prior students** that have taken this class nor should they hand over any material to **future students** that wish to take this class. This is to enhance the learning experience of all of us.

Peer Group Evaluation

Although there will be one grade for each group, your grade for group projects may/may not be the same as the grade for your group. Your grade for group projects depends on how your group members evaluate your contribution/participation in the group. Your final grade for group projects will be the product of your group's grade multiply by your peer evaluation. For instance, if your group's grade was 30 and your group members gave you 20 points out of 20 on the peer evaluation, your final grade for the group project will be 30. However, if you got only 10 points out of 20 on the peer evaluation, your final grade for the group projects will be 15.

Class Participation

Your participation in class and case discussions is an important part of your learning. It accounts for 10% of your total grade. There are several ways in which you can participate. Be prepared for regular attendance at, and full participation in class sessions. Your class participation will be evaluated not only on the basis of sheer volume or extent of participation, but also on the basis of quality. Highly valued contributions include asking insightful questions about the assigned readings, redirecting a case discussion when the current point has been adequately covered, providing an appropriate qualitative analysis, summarizing and/or reconciling previous comments, and drawing generic learning points from a particular case.

Tentative Class Schedule

Week	Topics	Reading Assignments & Cases
1	Course Introduction Marketing Concept	KA 1
2 & 3	Marketing Processes Understanding the Marketplace	KA 2 & 3 Case 1) Starbucks Coffee Company (due on 2/23)
4	Marketing Research	KA 4 Case 2) Big Data at Gap
5	Segmentation, Targeting & Positioning	KA 7
6	New Product Development & Adoption I	KA 7 Case 3) Aqualisa Quartz: Simply a Better Shower
7	New Product Development & Adoption II	KA 8 Case 4) Tesla Motors
8	Product & Branding Strategy I	KA 9 Case 5) Apple Inc. in 2015
9	Product & Branding Strategy II	KA9
10	Pricing Strategy	KA 10 & 11 Case 6) Porsche: The Cayenne Launch
11	Omni-Channel Strategy I	KA 12 & 13 Case 7) Uber Changing the Way the World Moves
12	Omni-Channel Strategy II	KA 14
13	Experiential Retail Strategy	KA 14 Case 8) Sephora Direct: Investing in Social Media, Video, and Mobile
14	Final Exam	