



## INTRODUCTION TO MARKETING

<b>Course Code</b>	Please insert class room for 2018		
<b>Class Times</b>	Mon/Wed/Thu 13:00~16:00	<b>Classroom</b>	TBA
<b>Equivalent Year Level</b>	2	<b>Course Credit</b>	3
<b>Instructor</b>	Prof. Ch. Baumann	<b>Sessions</b>	1-14
<b>Office</b>		<b>Email</b>	Chris.baumann@mq.edu.au

### □ Instructor's Profile



#### **Dr Ch. Baumann**

Associate Professor, Macquarie University  
Visiting Professor, Seoul National University (SNU)

Dr Baumann is an Associate Professor at Macquarie University in Sydney, Australia. His research includes customer loyalty, competitiveness in education and society, Confucianism, ethnic marketing, and East Asia (China and Korea). Prof. Baumann has in excess of 70 publications in international journals and conference proceedings with several hundred citations to his work. He has been awarded several times for his research and teaching, including from the Australian government for his enthusiastic approach to education. At the Academy of International Business (AIB) Conference in 2010, Dr Baumann won a Best Reviewer Award. He has been appointed as a Visiting Professor at Seoul National University (SNU) in South Korea and previously at Aarhus University in Denmark. He has a long-standing relationship with Simon Fraser University (SFU) in Canada as an MBA Alumni and research collaborator. Prior to academia, Prof. Baumann worked for several years in the Swiss banking industry.

#### **Education**

DBA (Macquarie Graduate School of Management, MGSM, Sydney, Australia )  
PG Cert Higher Education (Macquarie University, Sydney, Australia)  
MBA (Simon Fraser University, SFU, Vancouver, Canada)  
Economist (SEBA, Zurich, Switzerland)

#### **Expertise**

Customer Loyalty, Competitiveness, Confucianism, Ethnic Marketing



### Most Recent Works

- Baumann, C., Harvey, M. (2018), Competitiveness vis-à-vis motivation and personality as drivers of academic performance – introducing the MCP model, *International Journal of Educational Management*, 32 (1), Forthcoming.
- Winzar, H., Baumann, C., Chu, W., (2018), Brand Competitiveness: Introducing the Customer-Based Brand Value (CBBV) – Competitiveness chain, *International Journal of Contemporary Hospitality Management*, 30 (1), Forthcoming.
- Baumann, C. and Winzar, H. (2017), Confucianism and Work Ethic – Introducing the ReVaMB Model, pages 33-60, in Oh, I. and Park, G-S, *The Political Economy of Business Ethics in East Asia*, Cambridge MA: Elsevier.
- Baumann, C., Hoadley, S., Hamin, H., Kristian, A. (2017), Competitiveness vis-à-vis service quality as drivers of customer loyalty mediated by perceptions of regulation and stability in steady and volatile markets, *Journal of Retailing and Consumer Services*, 36.
- Michel, A., Baumann, C., & Gayer, L. (2017). Thank you for the music–or not? The effects of in-store music in service settings. *Journal of Retailing and Consumer Services*, 36, 21-32.
- Krskova, H. & Baumann, C., (2017). School discipline, Investment, Competitiveness and Mediating Educational Performance, *International Journal of Educational Management*, forthcoming.
- Baumann, C., Hamin, H., Tung, R. L. and S. Hoadley, S. (2016), Competitiveness and workforce performance: Asia vis-à-vis the “West”, *International Journal of Contemporary Hospitality Management*, 28 (11).
- Baumann, C., H. Hamin and S. J. Yang (2016), "Work ethic formed by pedagogical approach: evolution of institutional approach to education and competitiveness." *Asia Pacific Business Review*, 22 (3).
- Baumann, C., and Winzar, H. (2016), The role of secondary education in explaining competitiveness. *Asia Pacific Journal of Education*, 36 (1).
- Baumann, C., & Krskova, H. (2016), School discipline, school uniforms and academic performance. *International Journal of Educational Management*, 30(6), 1003-1029.
- Mirzaei, A., Baumann, C., Johnson, L. W., & Gray, D. (2016), The impact of brand health on customer equity. *Journal of Retailing and Consumer Services*, 33, 8-16.
- Mirzaei, A., Gray, D., Baumann, C., & Johnson, L. W. (2016), Assessing Ad-Spend Patterns To Predict Brand Health. *Journal of Advertising Research*, 56(2), 169-182.
- Hamin, H., Tung, R. L., Baumann, C., & Hoadley, S. (2016), Customers’ savings rate and share of wallet: the moderating role of religion and ethnicity/immigrant generation vis-à-vis attitude as mediator. *Journal of Strategic Marketing*, 1-17.
- Baumann, C., & Setogawa, S. (2015), Asian ethnicity in the West: preference for Chinese, Indian and Korean service staff. *Asian Ethnicity*, 16(3), 380-398.
- [Mirzaei, A.](#), [Gray, D.](#), [Baumann, C.](#), Johnson, L.W., Winzar, H., (2015), A behavioural long-term based measure to monitor the health of a brand, *Journal of Brand Management*, Vol. 22 Iss: 4.
- Baumann, C., Hamin, H. and Chong, A. (2015), [The role of brand exposure and experience on brand recall - Produc durables vis-a-vis FMCG](#), *Journal of Retailing and Consumer Services*, Vol. 23, pp. 21-31.
- Baumann, C. and Hamin, H., (2014), [Premium generic brand \(PGB\) choice vis-a-vis generic and national brands: A scenario comparison for self-use, family consumption and gift giving in a food versus non-food and cross-cultural context](#), *Journal of Retailing and Consumer Services*, pp. 492-501.

Full listing: <https://scholar.google.com.au/citations?user=JdavzIUAAAJ&hl=en>



## □ Course Information

Course Description	The objective of this course is to understand the marketing function and how it relates to strategic management decision making. Students will be exposed to various decision areas of marketing such as brand management, advertising and promotion, pricing, new product development, and distribution. Students will learn through lectures, class discussion, and case studies.
Course Evaluation	Final exam 60% Team Project 20% Class Participation 20%  <b>Attendance</b> will be important for keeping up with class. Good attendance and <b>active participation</b> will be reflected in the grade.
Course Materials	Hand-outs Journal articles
Supplementary reading	Marketing Management, 15/E, Philip Kotler and Kevin Lane Keller, Pearson
Note	Please be advised that questions for the final exam will be largely based on lectures given in class, including journal articles.

## □ Course Schedule

### Session 1 (June 27, Wednesday)

**Topic: Important Marketing Concepts & Business and Marketing Megatrends (Chapter 1)**

### Session 2 (June 28, Thursday)

**Topic: Conducting Marketing Research (Chapter 4) & Marketing Metrics**

### Session 3 (July 2, Monday)

**Topic: Analyzing Consumer Markets (Chapter 6) & Analyzing Business Markets (Chapter 7)**



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**Session 4 (July 4, Wednesday)**

**Topic: Creating Brand Equity (*Chapter 9*)**

**Session 5 (July 5, Thursday)**

**Topic: Crafting the Brand Positioning (*Chapter 10*)**

**Session 6 (July 9, Monday)**

**Topic: Setting Product Strategy (*Chapter 12*)**

**Session 7 (July 11, Wednesday)**

**Topic: Designing and Managing Services (*Chapter 13*)**

**Session 8 (July 12, Thursday)**

**Topic: Developing Pricing Strategies and Programs (*Chapter 14*) & Strategic Thinking**

**Session 9 (July 16, Monday)**

**Topic: Designing and Managing Integrated Marketing Channels (*Chapter 15*)**

**Session 10 (July 18, Wednesday)**

**Topic: Managing Retailing, Wholesaling, and Logistics (*Chapter 16*)**

**Session 11 (July 19, Thursday)**

**Topic: Designing and Managing Integrated Marketing Communications (*Chapter 17*)**

**Session 12 (July 23, Monday)**

**Topic: Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations (*Chapter 18*)**



**Session 13 (July 25, Wednesday)**

*Student presentations*

**Session 14 (July 27, Friday)**

*Final Exam*