INTRODUCTION TO MARKETING

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

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


Course Information

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%  

Attendance will be important for keeping up with class. Good attendance and active participation 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)
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