# COURSE SYLLABUS

## 1. GENERAL COURSE INFORMATION

**Table 1: General course information**

| ❖ Course name: | |
|---|---|
| In Vietnamese: | Quản trị Marketing |
| In English: | Marketing Management |
| ❖ Course code: | 020266 |
| ❖ Date of course: | |
| ❖ Type of course: | |
| ☒ Compulsory ☐Selective | |
| ❖ Type of Knowledge/ skills: ☐ General knowledge ☐ Basic knowledge ☐ Knowledge of main major ☐ Skills course | ☒ Basic knowledge of main major ☐ Others ☐ Dissertation/ project/ thesis |
| ❖ Number of credits: | 3 |
| Periods/sessions: | 45/11 |
| Practice/ sessions: | |
| Self-study: | 90 hours |
| ❖ Conditions for course participation: | |
| Previous subject: | Principles of marketing |
| Others: | |
| ❖ Lecturer: | MBA. Ninh Đức Cúc Nhật |
| Faculty: | Marketing |
| Email: | cucnhat@ufm.edu.vn |
| Mobile number | 0387395739 |

## 2. COURSE DESCRIPTIONS

Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. As it has maintained its respected position among students, educators, and businesspeople,*Marketing Management* has kept up-to-date and contemporary.

Marketing management aims at creating, promoting and distributing products or services, at a price and quality deemed valuable by the company's customers, in order to create value and profit for the company. Maintaining a strong and compelling value proposition and long-term relationship

with the company's customers is vital for the company's continued success and requires constant monitoring of market, environmental, technological and competitive forces. Marketing is therefore integral to establishing a company's strategic direction. This in turn makes marketing skills and perspective essential to the success of all business managers in any business.

This course provides an in-depth exploration and practical application of marketing tools. These include product policy, pricing, promotion, distribution, sales management, and customer segmentation and retention. In most classes, we will analyze case studies that require us to identify marketing opportunities, refine value propositions, select customer segments and develop marketing programs for a variety of management situations. The course also includes a number of creative and analytic assignments, including presentation, group discussion and assignment.

## 3. COURSE OBJECTIVES:

*After completing this course, students are required to*

**Table 2: Course objectives**

| Objective | Description | Learning outcomes | Ability |
|---|---|---|---|
| G1 | Understand the role of marketing in today market | Ks2 | V |
| G2 | Analyze marketing environment that influences on the company and its marketing strategy | Ks2 | V |
| G3 | Understand and be able to apply S-T-P strategy in different market contexts | Ks2 | V |
| G4 | Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company | Ks2 | V |
| G5 | Develop effective marketing strategies to achieve organizational objectives. | Ks4 | VI |
| G6 | Design a strategy implementation program to maximize its chance of success | Ks4, Ks5 | III, VI |
| G7 | Use appropriate marketing metrics to analyze and measure marketing performance as well as to support marketing planning | Ks4 | VI |
| G8 | Students are expected to gain analytical and evaluation skill through analyzing different business case study and making a marketing plan | Ss1 | VI |
| G9 | Group working skill can be gained through group presentation | Ss3, As1, As4 | V, VI |
| G10 | Presentation skill | Ss5, As3 | III, VI |
| G11 | Logical and creative skills | Ss3, As3 | V, VI |

| | | Ss3, As3 | V, VI |
|---|---|---|---|
| G12 | Communicate and defend students' recommendations and critically examine and build upon the recommendations of other students in the class both quantitatively and qualitatively. | Ss3, As3 | V, VI |
| G15 | Students are supposed to be proactive in their learning, be responsible as a group member in order to complete group assignment | As1, As3 | V, VI |

## 4. COURSE LEARNING OUTCOMES

**Table 3: Course learning outcomes**

| Learning outcomes | Description | I, T, U |
|---|---|---|
| LO1 | Students should be able to understand the importance and role of marketing management in today's business | |
| LO1.1 | Explain the importance of marketing management | T |
| LO1.2 | Review the scope and some core marketing concepts | U |
| LO1.3 | Discuss how marketing management has changed in recent years | I |
| LO1.4 | Identify the tasks necessary for marketing management | T |
| LO1.5 | Analyze the effect of marketing on customer value | U |
| LO1.6 | Introduce about the new trend of marketing management in the context of globalization | I |
| LO2 | Students should be able to understand, analyze and effectively apply core marketing concepts in business contexts | |
| LO2.1 | Understand the use of marketing information system components and marketing research | T |
| LO2.2 | Understand the influential macro- and micro-environment developments | T, U |
| LO2.3 | Understand how consumer characteristics influence buying behavior | T |
| LO2.4 | Understand how consumers make purchasing decisions | T |

| LO2.5 | Differentiate between business and consumer market and other factors influencing business decision making | T |
|---|---|---|
| LO2.6 | Understand what are customer value, satisfaction, and loyalty, and how can companies deliver them to the customer | T, U |
| LO2.7 | Understand different levels of market segmentation and how company divides a market into segments and choose the most attractive target customers | U |
| LO2.8 | Identify how companies attract and retain the right customers and cultivate strong customer relationships | T, U |
| LO2.9 | Define brand, brand equity and understand how brand works | T |
| LO2.10 | Identify how brands are successfully differentiated | T |
| LO2.11 | Identify the differences in positioning and branding with a small business | U |
| LO2.12 | Understand business competition strategies | T |
| LO2.13 | Analyze appropriate marketing strategies at each stage of the product life cycle | U |
| LO2.14 | Review the characteristics of products, and how marketers classify and differentiate products | T |
| LO2.15 | Analyze how a company build and manage its product mix and product lines | U |
| LO2.16 | Understand how companies use packaging, labeling, warranties, and guarantees as marketing tools | U |
| LO2.17 | Discuss how to achieve excellence in services marketing and improve service quality | T |
| LO2.18 | Understand how consumers process and evaluate prices | T, U |
| LO2.19 | Discuss how should a company set prices initially for products or services and adapt prices to meet varying circumstances and opportunities | T, U |

| LO2.20 | Discuss when should a company initiate a price change | T, U |
|--------|----------------------------------------------------|------|
| LO2.21 | Define marketing channel system and value network | T, U |
| LO2.22 | Analyze what work do marketing channels perform and how should channels be designed | U |
| LO2.23 | Identify the role of marketing communications and how do marketing communications work | T |
| LO2.24 | Understand communications mix and discuss how should it be set | T, U |
| LO2.25 | List major steps in developing effective communications | U |
| LO4 | Students should be able to acquire necessary soft skills | |
| LO4.1 | Group working skill, presentation skill, analytical and critical thinking skill | U |
| LO4.2 | Be responsible member of the group and be able to make personal development | U |

# 5. COURSE OUTLINE

## 5.1. Teaching plan

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|---|---|---|---|---|---|---|---|---|---|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| Week 1 | **Topic 1: Introduction to Marketing Management** 1.1.The scope of Marketing 1.2.Core marketing concepts 1.3.The new marketing realities 1.4.Company Orientation toward market place | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 2 to page 56* | LO1.1, LO1.2, LO1.3, LO1.4, LO1.5, LO1.6 | A1.1 A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|---|---|---|---|---|---|---|---|---|---|
| | | Class time | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | 1.5.Marketing and customer value 1.6. Corporate and Division strategic planning | | | | | | | | |
| Week 2 | **Topic 2: Marketing Research and Demand Forecast** 2.1.Components of modern marketing information system 2.2.Internal Records 2.3. Marketing Intelligence 2.4. Analyzing macro environment | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 66 to page 100* | LO2.1 | A1.1 A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|------|---------|----------|----------|------------|----------|----------|------------|----------|------------|
| | | Class time | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | | | | | | | | | |
| Week 3 | **Topic 2: Marketing Research and Demand Forecast** 2.5. Marketing research system 2.6. Marketing research process 2.7. Demand forecast | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 66 to page 100* | LO2.2 | A1.1 A1.2 |
| Week 4 | **Topic 3: Understanding customers' behavior** 3.1. What influences consumer behavior? 3.2. Key psychological processes | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 122 - 145 and 212 - 232* | LO2.3 LO2.4 LO2.5 | A1.1 A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|---|---|---|---|---|---|---|---|---|---|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | 3.3. Buying decision process: five stage model 3.4. What is organizational buying? 3.5. Participants in business buying process 3.6. Stages in buying process | | | | | | | | |
| Week 5 | **Topic 4: Customers' long-term relationship and S-T-P Strategy** 4.1. Building customers' value, satisfaction and loyalty 4.2. Maximizing customers' lifetime value | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 150 to page 205* | LO2.6 LO2.7 LO2.8 | A1.1 A1.2 |

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| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|------|---------|------------------|--|--|---------------|-----------------|----------------------------------------|-----------------|-------------------|
| | | Class time | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | 4.3.Bases for segmenting customer markets<br>4.4. Bases for segmenting business markets<br>4.5. Market Targeting | | | | | | | | |
| Week 6 | **Topic 5:**<br><br>**Brand**<br><br>**Management**<br><br>5.1. What is brand equity?<br>5.2. Building brand equity<br>5.3. Measuring brand equity<br>5.4. Managing brand equity<br>5.5. Devising a branding strategy<br>5.6. Customer equity | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 240 to page 320* | LO2.9<br>LO2.10<br>LO2.11 | A1.1<br>A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|------|---------|------------------|---|---|---------------|-----------------|----------------------------------------|-----------------|-------------------|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| Week 7 | **Topic 6:** **Product** **Strategies** 6.1. Competitive Strategies 6.2. Product life- cycle marketing strategies 6.3. Product characteristics and classifications 6.4. Product and services differentiation 6.5. Product and brand relationships 6.6. Managing service quality | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 324 to page 376* | LO2.12 LO2.13 LO2.14 LO2.15 LO2.16 LO2.17 | A1.1 A1.2 |
| Week 8 | **Topic 7:** **Pricing** **Strategies** 7.1. Understanding pricing | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 382 to page 409* | LO2.18 LO2.19 LO2.20 | A1.1 A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | 7.2. Setting the price 7.3. Adapting the price 7.4. Initiating and responding to price | | | | | | | | |
| Week 9 | **Topic 8: Marketing channels and value networks** 8.1. Marketing channel and value networks 8.2. The role of marketing channels 8.3. Channel-design decisions 8.4. Channel management decisions 8.5. Channel integration and systems 8.6. Retailing | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 414 to page 469* | LO2.21 LO2.22 | A1.1 A1.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|---|---|---|---|---|---|---|---|---|---|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | 8.7. Wholesaling | | | | | | | | |
| Week 10 | **Topic 9: Integrated marketing communication management** 9.1. Role of marketing communications 9.2. Developing effective communications 9.3. Deciding on communication mix 9.4. Managing integrated marketing | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from page 474 to page 562* | LO2.22 LO2.23 | A1.1 A1.2 A2.1 |
| Week 11 | **Topic 9: Integrated** | 2 hours | 30 minutes | 30 minutes | | 5 hours | *-Read text book from* | LO2.24 LO2.25 | A2.2 |

| Week | Content | Class Activities | | | Practice time | Self-study time | Requirements for students before class | Course outcomes | Course Assessment |
|---|---|---|---|---|---|---|---|---|---|
| | | **Class time** | | | | | | | |
| | | Theory | Exercise | Discussion | | | | | |
| | **marketing communication management** 9.5. Advertising, sales promotion, events and experiences and public relations 9.6. Direct and interactive marketing, word of mouth and personal selling | | | | | | *page 474 to page 562* | | |

**5.2. Self-study**

Students are required to do multiple choice questions for each chapter at home and write a report for launching a new product in the market.

# 6. TEXTBOOK AND RECOMMENDED REFERENCES

*4.1. Textbook (s):*

Kotler, P. & Keller, K (2012), "Marketing Management", 14th edition, Prentice Hall, USA

*4.2. Recommended references*

Armstrong, G. and Kotler, P. (2014) Principles of marketing, 15th edition, Pearson Education, USA

Armstrong, G. and Kotler, P. (2006) Marketing – An Introduction (Global Edition), 11th edition, Pearson Education, USA

Sorger, S (2012), "Analysis for Marketing Planning: where marketing meets action", 6th edition, Pearson

Farris, P & Bendle, N et al ( 2010), "Marketing Metrics", 2nd edition, Pearson, USA

# 7. TEACHING TECHNIQUES

| Instruction Method | Web-based facilitation, reading and homework assignments, interaction and group learning methodology, case studies, mid-term and final examinations. Provide guidance and monitor student's progress. Weekly participation in the discussions is required. |
|---|---|
| Teaching Strategies | Knowledge repetition and reinforcement, topic review, group participation and familiarization with main concepts by covering the course material. Practical applications will be developed through the completion of weekly assignments, on-line discussions and teamwork, conceptual clarifications. |

# 8. COURSE ASSESSMENT

8.1. Course Assessment

| Group Assignments (report and presentation) | Individual exercises (reading/project/case-study reports, homework problems and multiple-choice questions) | Attendance | Final Exam/Paper |
|---|---|---|---|
| 20% | 10% | 10% | 60% |

8.2. Details of course assessment

**Table 5: Details of course assessment**

| Components | Assessment | Content of assessment | Learning outcomes | Frequency/Time of assessment | Criteria | Percentage (%) |
|---|---|---|---|---|---|---|
| A1. Mid-term exam | A 1.1 | Attendance | LO3.1 LO3.2 | 11 sessions | Frequent attendance and class participation | 10 |
| | A 1.2 | Individual exercises | LO3.2 LO3.3 | 11 sessions | Reading/project/case-study reports, homework problems and multiple choice questions | 10 |
| | A 1.3 | Group report | LO1.1 LO1.2 LO1.3 | 1 report submitted on week 10 | *Details described in below section* | 10 |
| | A 1.4 | Presentation | LO1.2 LO1.3 LO2.2 | 1 group presentation on week 11 | *Details described in below section* | 10 |
| A2. Final exam | A 2.1 | Multiple choice questions | LO1.1 LO1.2 LO1.3 | 1 time in final exam | Understand theories and concepts | 20 |
| | A 2.2 | Short-answer questions | LO1.4 LO1.5 LO2.1 | 1 time in final exam | Analysis, critical thinking application of core concepts | 40 |

**BAN GIÁM HIỆU**  **TRƯỞNG KHOA**  **TRƯỞNG BỘ MÔN**

## Table 6: Marking scheme for Group Report

| Criterion | Marks | | | | | Learning out come |
|---|---|---|---|---|---|---|
| | **Fail (0 - < 5)** | **Average (5 - < 7)** | **Good (7 - < 8)** | **Distinction (8 - < 9)** | **High distinction (9 – 10)** | |
| Introduction and marketing objectives (5%) | • No or little introduction of company/ products<br>• Marketing objectives set are unrealistic, not feasible or immeasurable<br>• There is no alignment between objectives and strategies and execution plan | • Sound introduction of company/ products<br>• Marketing objectives set are realistic, feasible and measurable but are not fully aligned with the strategies and execution plan | • Good introduction of company/ products<br>• Marketing objectives set are realistic, feasible , measurable and are aligned with the strategies and execution plan | • Excellent introduction of company/ products<br>• Marketing objectives set are realistic, feasible , measurable<br>• There is good level of cohesiveness between the objectives set and plan discussed in further sections | • Excellent introduction of company/ products<br>• Marketing objectives set are highly realistic, feasible , measurable<br>• There is excellent level of cohesiveness between the objectives set and plan discussed in further sections | LO1.1, LO1.2, LO1.3, LO1.4, LO1.5, LO1.6 |
| Market analysis (15%) | • Sufficient words, but little demonstrated understanding of the relevant theory<br>• Far too descriptive<br>• All text book material without any further research | • Sound discussion of relevant theory, but mostly descriptive work from text/s<br>• Lack of secondary research<br>• Some attempt at analysis | • Good attempt of further research with lots of market data to support analysis<br>• Application of theories to ease situation is sound, but lacks a strong argument | • Application to theory soundly supported.<br>• Good attempt to analyze critical issues<br>• Comprehensive use of market data | • Strongly argued application of theory to the business<br>• Strong analysis of critical issues and firm options<br>• Excellent use of market data | LO2.2 LO2.3 LO2.4 LO2.5 |
| S-T-P Strategy (15%) | • Sufficient words, but little demonstrated understanding of the relevant theory<br>• Far too descritive | • Sound discussion of relevant theory, but mostly descriptive work from text/s<br>• Lack of further research<br>• Some attempt of analysis | • Good attempt of further research to understand more about the market and business<br>• Be able to apply relevant theories for analysis | • Good research has been done to understand clearly the market and business situation<br>• Excellent analysis is made base on good understanding or theories as well as real context | • Excellent research and understanding of market and business<br>• Excellent analysis is made, outlining some critical points for further development | LO2.6 LO2.7 LO2.8 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Marketing mix strategies (40%) | • . Sufficient words, but little demonstrated understanding of the relevant theory<br>• Far too descritive | • Sound discussion of relevant theory, but mostly descriptive work from text/s<br>• Lack of further research<br>• Some attempt of analysis | • Good attempt of further research to understand more about the market and business<br>• Be able to apply relevant theories for analysis | • Good research has been done to understand clearly the market and business situation<br>• Excellent analysis is made base on good understanding or theories as well as real context | • Excellent research and understanding of market and business<br>• Excellent analysis is made, outlining some critical points for further | LO2.9 - LO2.25 |
| Recommendation (15%) | • No recommendation is made | • Sound recommendation for the business<br>• Lack of strong argument for recommendations made<br>• Recommendations are not realistic and feasible | • Good recommendation for the business<br>• Recommendations are realistic and feasible<br>• Though lack of strong arguments | • Excellent recommendation for the business<br>• Recommendations are realistic and feasible<br>• There are strong arguments supported for the recommendations | • Excellent and creative recommendation for the business<br>• Recommendations are realistic and feasible<br>• There are strong arguments supported for the recommendations | |
| Conclusion (5%) | • Week conclusions<br>• Do not follow from discussion | • Good attempt to bring it all together<br>• Sound. No new material | • Sound conclusions<br>• Well brought together | • Strong conclusions<br>• Well brought together<br>. | • Excellent conclusions<br>• Well brought together<br>. | |
| Report presentation and reference (5%) | • Poor layout and structure<br>• Week sentence construction<br>• Writing is not clear<br>• Little attempt to provide appropriate referencing techniques | • Sound report writing style but there are errors<br>• Sound attempt to use right referencing style but there are errors | • Good report writing style<br>• Well presented<br>• There are few errors<br>• Good attempt to use right referencing style throughout the report | • Good report writing style<br>• Well presented with relevant charts, tables, graphs used<br>• There are few errors<br>Good attempt to use right referencing style throughout the report | • Excellent report writing style<br>• Excellent presented with relevant charts, tables, graphs used<br>• There are no errors<br>Good attempt to use right referencing style | |

**Table 7: Marking scheme for Group Presentation**

| Criterion | Marks | | | | | Learning out come |
|---|---|---|---|---|---|---|
| | Fail (0 - < 5) | Average (5 - < 7) | Good (7 - < 8) | Distinction (8 - < 9) | High distinction (9 – 10) | |
| Slide design (20%) | • No attempt to design the slide<br>• Many unnecessary words on slides<br>• Unclear and unstructured slide presentation<br>• Many grammar and spelling mistakes | • Sound design for slides<br>• Only necessary words on slide<br>• Attempt to use pictures, charts, graphs to illustrate ideas | • Good design for slides<br>• Only necessary words on slide<br>• Attempt to use pictures, charts, graphs to illustrate ideas | • Excellent design for slides<br>• Only necessary words on slide<br>• Good use pictures, charts, graphs to illustrate ideas | • Excellent design for slides<br>• Only necessary words on slide<br>• Creative use pictures, charts, graphs to illustrate ideas | LO4.1 |
| Presentation skills (50%) | • Presentation is not clear, not understandable<br>• Bad pronunciation and no fluency<br>• Lack of body language, eyes contact and confidence | • Presentation is clear and understandable<br>• Not interesting presentation<br>• There are few errors in pronunciation and not so fluent<br>• Lack of body language, eyes contact and confidence | • Presentation is interesting, clear and understandable<br>• Good attempt to stand out of the crowd<br>• There are few errors in pronunciation<br>• Quiet fluent in presenting<br>• There is sound body language, eyes contact and confidence | • Presentation is interesting, clear and understandable<br>• Presentation is creative<br>• There are few errors in pronunciation<br>• Quiet fluent in presenting<br>• There is sound body language, eyes contact and confidence | • Presentation is interesting, clear and understandable<br>• Presentation is creative, be able to attract and impress audience<br>• Excellent communication<br>• Quiet fluent in presenting | LO4.1 |
| Group work (20%) | • There are conflicts between group members<br>• No cooperation | • There is sound cooperation between group members but no clear role assigned for each member | • There is good cooperation between group members but no clear role assigned for each member | • There is good cooperation between group members and there are clear roles assigned for each member | • Excellent group works<br>• Excellent cooperation<br>• Group members understand and perform well in their specialized roles | LO4.2 |
| Technology support (10%) | • . No use of technology to support presentation | • Sound attempt to use technology to support presentation | • Good use of technology to support presentation | • Excellent use of technology to support presentation | • Excellent and relevant use of technology | LO4.1 |