

BIZ2120-02: Principles of Marketing Fall 2021

Tuesday 10:00 AM – 11:50 AM / **Thursday** 9:00 AM – 9:50 AM

Location: BizH 103

Instructor

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Office Hours: Schedule via email

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Course Description

Marketing activity is the core of an operating business and customers are the central focus of marketing. The course is designed to introduce students to the fundamental concepts of marketing and to provide them with tools and frameworks for (i) understanding customers, (ii) designing value for customers, and (iii) delivering value to customers. Products and services (Product) distributed through channels (Place) are the main vehicles to deliver value to customers. Pricing strategies (Price) and promotion and advertising (Promotion) help firms capture value. Therefore, we will cover the 4 P's of marketing throughout the course, thus leading to an integrated marketing strategy.

This course emphasizes both quantitative and qualitative analysis. Qualitative analysis is important because marketing is, ultimately, about the behavior of people – consumers, competitors, partners that is sometimes difficult to capture in quantitative terms. Quantitative analysis is also invaluable for estimating the impact of marketing decisions on customers and firm profits. It is important to balance both kinds of analysis when you justify the marketing decisions you will make in class discussion and assignments.

The main objectives of the course are to *improve your ability to:*

1. Understand the fundamental principles of marketing and identify them in strategic managerial decisions.
2. Assess market opportunities by analyzing customers while taking into account competitors and the strengths and weaknesses of a company.
3. Design and evaluate marketing strategies to maximize a company's chance of success in these markets.
4. Work in a team with a professional attitude to develop effective marketing plans similar to those designed to operate in a real-world marketplace.

Method of Evaluation

Individual (70%)	
Class attendance and participation (including online surveys and concept checks)	15%
Customer lifetime value assignment	10%
Case write-ups + Marketing research participation	15%
Final examination	30%
Group (30%)	
Final project presentation	15%
Final project report + Peer evaluation	15%
Total	100%

* Note: This course uses absolute grading and letter grades may be assigned based on cut-off points. Please note that the instructor reserves the right to adjust final letter grade cutoffs based on class average scores.

Required Readings and Course Materials

Please read through the syllabus carefully. There is no required textbook for the course.

The **mandatory course pack** (<https://hbsp.harvard.edu/import/1035967>) contains required cases and reading assignments. In addition to the readings, in-class handouts and full versions of lecture slides will be posted online. All other materials and content will be provided via LearnUs.

Evaluation and Assignments Details

Class attendance and participation

Be present:

- Arrive to class on time. Tardiness will affect your attendance grade.
- You must sign in **every class**.
- If for some reason you must be late for class or leave early, please let the TA know, who will then inform me of the excused absence. In general, reasons for excused absences include health problems, personal emergencies, and religious observance (not interviews).
- Your electronic devices should only be used for educational purposes during class time.

Come prepared and **participate**:

- To make the learning process much more beneficial and enjoyable for both you and me, each one of you is expected to contribute to class discussions. If you do not actively participate, you will receive a low participation grade even if you attend every class.
- Class members may be randomly selected for participation (i.e., cold called).
- Everyone's comments are important. All students will be treated equitably within the classroom. The classroom is a place of expression and discussion. Be courteous to others and do not interrupt when another student is speaking.



Class surveys, concept checks

To make sure you are on-track with the course, there will be multiple class assignments and surveys that are either due before classes. Surveys will vary from short questions about course content to questionnaires, or calculation exercises. These are only graded on completion (whether you submitted in time or not).

Case write-ups (1-page, single spaced)

Case analysis assignments provide you with an opportunity to apply your understanding of marketing concepts and theories to resolve real marketing problems. We will cover 3 cases throughout the course. Questions for each write-up will be posted on LearnUs.

Marketing research participation (online or in-class)

Throughout the course, you will participate in a number of marketing research. Some of the research will be conducted in class or online. I will announce the specific schedules and details about the procedure.

Individual Assignment

An individual exercise focused on customer lifetime value will be due *before* class on **April 4**.

Submissions

- All submissions will be done through LearnUs. The submission option will be active only until the submission due date. Hardcopy, fax, or email submissions will NOT be accepted unless specified by the instructor.
- Please check LearnUs announcements to stay up to date. Late submissions will receive a **30% penalty deduction**.

* Note: All the assignments submitted at LearnUs will be checked by Turnitin plagiarism checker. I sincerely hope that there will be no plagiarism problems in our class, but if there is, the student will be contacted by the Coordinator for Academic Honesty and receive zero point for that assignment. Let's not get to this point.)

* Note: You may use ChatGPT to help you in your research or writing process. However, let's be reasonable. ChatGPT is neither a reliable source of facts nor your substitute writer. Whenever you are using ideas that came from the "mind" of ChatGPT, cite it in-text as well as in your References, MLA style (<https://www.scribbr.co.uk/using-ai-tools/chatgpt-references/>).

Group Project

1. Each group should consist of **7 to 9** students. If you have a specific preference for a group (or group members), please email the TA by the end of **Tuesday, March 21**. Although preferred group members are not guaranteed, I will try to facilitate your requests as much as possible. Otherwise, you will be assigned to a group by Tuesday, March 28 . Please meet with your group as soon as possible online.
2. Each group must **choose one of two topics** for the final project:
 - **Project 1: New Product Launch**
 - Imagine you are a special team working on a brand new product/service launch. The executives at an investing firm would like you to explain a business problem relevant to marketing, analyze the market situation, identify potential market opportunities that have not yet been realized (what is missing?), and then present

a strategic marketing plan for the new product launch. Your plan should include a comprehensive market analysis (your company, competitors, and customers) and a strategic marketing program (i.e., targeting/positioning, value proposition, and the 4Ps).

- **Project 2: Brand Extension Opportunities (New Industry)**
 - Imagine you are working as a consultant for a firm (please discuss with me in advance to choose your company/brand). The company's stockholders and board would like the management to explore expanding into a completely new product category/industry. They would like you to explore new industries that the company is not currently in and recommend one industry that may potentially be an optimal extension for the company. Your plan should include a comprehensive market analysis (the company, competitors, and customers) and a strategic marketing program (i.e., targeting/positioning, value proposition, and the 4Ps).
3. Each group **must submit a 1-page project proposal** by **April 18** (due before class).
 4. Each group **must submit a final report** (15% of total grade)
 - The final report should be up to 20 double-spaced pages (12-point font, Times New Roman) in total. This page limit **includes**: title page (1 pg), order of content (1pg), graphs, charts and tables to support your analyses and recommendations, references, and Appendix. The Appendix should contain additional details and be used effectively.
 - I will be providing a detailed guide of the final report closer to deadline.
 - You will be given multiple rounds of guidance and time throughout this course. Please don't hesitate to email me for any questions.
 5. Each group must **present their work** in class (15% of total grade)
 - The final presentation should be approximately 10 minutes, using a slideshow format. All groups should prepare the presentation together and present their research and recommendations, as if presenting to company executives.
 - As part of class participation, students must be present for other groups' presentations and submit evaluations for each group (rubric to be provided).
 6. Peer evaluation:
 - Every member of the group should contribute to the project. At the end of the course, you will be asked to provide an assessment of the amount of work contributed by each group member (other than yourself).

Final Examination

The final examination will be a 2-hour, open-book, open- notes exam online. The exam will be designed to test your understanding of the topics covered in the lectures, readings, cases and assignments. Details on the exam will be announced closer to the exam date. **There are no makeup exams.**

Honor Code & Academic Honesty Policy

As a Yonsei student, you have agreed to abide by the University's academic honesty policy and the Student Honor Code. All academic work must meet the University's standards. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Further questions related to course assignments and the academic honesty policy should be directed to the instructor.

Please note that online lectures and all the course materials (including lecture notes) are protected by copyright law. Hence, please do NOT record/capture any online or in-class lectures. Also, please do not share any course materials/information with others. Online lectures at Zoom will be watermarked (both audio and video) to prevent any recording/sharing and no recordings of online lectures will be provided in any case.

Furthermore, it is strictly forbidden to infringe on the portrait rights, such as capturing, storing and distributing of other students' pictures from live video lectures. Please take heed not to infringe the portrait right.

Please click the following links for more information about copyright law and portrait right policy at Yonsei.

[저작권 관련 학생 유의사항 \(yonsei.ac.kr\)](http://yonsei.ac.kr)

Proposed Course Schedule

*Schedules are subject to change. Information on research participation will be announced in class and on LearnUs. Please check LearnUs for class announcements.

Session	Date	Topics	Readings/ Assignments due that day
Week 1	Thu, 3/2	No Class	
	Tue, 3/7	Course Overview/Introduction to Marketing	-Read syllabus carefully
Week 2	Thu, 3/9	Marketing Environment	-“Rethinking Marketing” -Student information survey
	Tue, 3/14	Customer Centricity + Customer Lifetime Value I	-“What’s a customer worth”
Week 3	Thu, 3/16	Customer Lifetime Value II	
	Tue, 3/21	Starbucks Case + In-Class CLV	-“Starbucks: Delivering Customer Service” -Case Write-up -Answer Table PC survey
Week 4	Thu, 3/23	Segmentation, Targeting, and Positioning I	-“Identifying market segments and targets” -CLV concept check
	Tue, 3/28	Segmentation, Targeting, and Positioning II	-Team Formation due
Week 5	Thu, 3/30	New Products	-STP concept check
	Tue, 4/4	Conjoint Analysis	-Individual CLV Assignment
Week 6	Thu, 4/6	Apple vs. Samsung Case	-“Apple vs. Samsung” -Case Write-up -Finalize project idea
	Tue, 4/11	Branding	-Conjoint concept check -Online survey
Week 7	Thu, 4/13	Marketing Research I	-“How to design a product survey”
	Tue, 4/18	Marketing Research II	-1-page Project Proposal Due
Week 8	Thu-Wed 4/20-26	Midterm Period: Schedule Individual Group Meetings	
Week 9	Thu, 4/27	Place (Distribution Channels)	-“Direct to Consumer Brands” -Online survey
	Tue, 5/2	Promotion (Communication)	
Week 10	Thu, 5/4	Burger King Case	-“Can 3G capital make burger king cool again?” -Case Write-up
	Tue, 5/9	Price	-Online survey -“Pricing: A value-based approach”
Week 11	Thu, 5/11	Understanding Customers	-Online survey
	Tue, 5/16	Emerging Topic I	-Online survey



Week 12	Thu, 5/18	Sensory Marketing	-“Note on Sensory Marketing: Shaping Consumer Perception and Behavior”
	Tue, 5/23	In-class Workshop for Final Group Project	
Week 13	Thu, 5/25	Emerging Topic II	
	Tue, 5/30	Course Wrap-Up	
Week 14	Thu, 6/1	Group Presentation	
	Tue, 6/6	Veteran’s Day - No Class	
Week 15	Thu, 6/8	Group Presentation	
	Tue, 6/13	Group Presentation	-Final Report Due
Week 16	Thu-Wed 6/15-21	Final Exam	