

MARK 2120 – Marketing Management

School:	School of Business and Management
Subject Area:	Marketing
Course Credit:	3
Instructor:	SALVACRUZ Joseph
Pre-requisite/co-requisite:	Nil

Notes:

- The syllabi provided here is for reference only and may be subject to changes and adjustments as determined by the course instructors.

MARK 2120—Marketing Management

(Fall Semester, 2025 -2026)

L6: Tuesday & Thursday 9:00—10:20 a.m.

L7: Tuesday & Thursday 10:30—11:50 a.m.

COURSE SYLLABUS

Professor

Dr. Joseph SALVACRUZ

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Office hours: By appointment

Instructional Assistant

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Course Website

The site is available through Canvas at <https://canvas.ust.hk/>. You are required to access the website on regular basis. The site will contain useful material including: announcements, syllabus, assignment guidelines, readings, sample exams, PowerPoint slides from class lectures, and other fun and useful things!

COURSE OVERVIEW

Course Description

The objective in this course is to help students develop a broad and practical understanding of the central role that marketing plays in business. We focus on marketing as a management discipline as well as a force in society and try to answer questions such as the following. What is marketing? What role does it play in modern organizations? What makes for a good marketing strategy and what tactical tools bring such a strategy to life? How do we apply these strategies effectively in multi-cultural settings? Throughout the class, we'll ask these basic questions to dig deeply into the marketing activities of some companies and important marketing issues.

This course focuses on the *decisions* that managers make and the *tools* that they use to support an effective marketing strategy. The attraction and retention of profitable customers must involve consideration of the product or service being offered, the way in which the product is sold and distributed, how pricing is set and structured, and how the value of the offering is communicated. As consumers, you already know something about marketing, but I hope you will discover that there's a lot more to marketing than first meets the eye. By the end of the course, you should have a basic but complete understanding of the real world of marketing, and the ability to assess a marketing strategy for a product or service from organizational, consumer, and societal viewpoints.

Intended Learning Outcomes (ILOs)

In this course, you will be introduced to the principles underlying these activities and given opportunities to try your hand at analyzing markets and formulating strategy. The more specific objectives are:

1. To acquire an understanding of basic marketing concepts.
2. To understand the strategic role of marketing.
3. To gain an understanding of the elements of the marketing mix and their interaction.
4. To identify and address the key decisions facing marketing managers.
5. To practice the process of analyzing a marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan.
6. To demonstrate a global outlook and an understanding of cultural diversity.
7. To apply business concepts and theories to make proper business decisions in real-life settings.

Course Materials

PowerPoint slides from class lectures are the **core** materials. In addition, the recommended book is **Principles of Marketing -19th edition** (15th to 18th edition is also fine) by Kotler, Armstrong & Balasubramanian, Pearson Education Limited. My lectures will not exactly follow the book but the book will well complement the lectures and provide good guidance for your assignments and final project. To maximize your classroom learning experience, I do recommend you read all the assigned chapters before class. We have reserved several copies of the book (15th, 16th, 17th, 18th edition) in the library under course # MARK2120.

Deadlines / Important Dates

Photo card	Sep 14, 5pm
Group membership list available	Sep 18
Project Topic Submission due on Canvas	Sep 23, 11pm
Quiz 1	Sep 30 (8pm-9pm)
Quiz 2	Oct 23 (8pm-9pm)
Quiz 3	Nov 13 (8pm-9pm)
Presentation slides due on Canvas	Nov 19, 5pm
Project Presentations	Nov 20, 25 and 27
Final Project Written Report due	Nov 29, 5pm
Peer Assessment due via GME	Nov 29, 5pm
Individual Peer Assessment Scores available	Dec 2, 5pm
Deadline for raising issues on individual Peer Assessment scores	Dec 4, 5pm

COURSE GENERAL INFORMATION

Class Format and Preparation

Class meetings will revolve around lectures, video presentations, case discussions, and exercises. In order to get the most out of class sessions, it is important that you prepare for each class and actively participate in discussions and exercises.

In each class, the lecture and discussion will expand on concepts covered in the assigned reading, explore their implications, and examine how they affect us professionally and personally. It is required that you read the assigned book chapter(s) / article(s)/ case before coming to class. The lectures and case discussions are based on the assumption that you are familiar with the material from the reading and will serve to supplement the basic theory introduced in the text. Slides for each lecture will be posted on the class website BEFORE (as a preview) and AFTER (the completed version) the class meeting.

Classroom Etiquette

Out of respect for the other students in our class, it is important that each of us focus our full attention on the class, for the entire class period. Please be mindful of the following guidelines:

- Section-jumping is not allowed. You should attend the section that you have been officially enrolled in.
- Arrive in class on time. Leave the class only when absolutely necessary. You will be penalized for late arrival or early leave; it will be reflected in your class participation score.
- While notebook computers and tablets are allowed in-class, you should not access your social media page(s) or navigate through the internet for non-course-related materials during the class.
- Private conversations will not be tolerated while the class is in session.
- Recording of the class (audio or video) is not allowed.

ATTENDANCE

Students are expected to attend all class sessions. Failure to attend 50% or more of the scheduled classes will automatically result in a failing grade (F) in the course.

Please note that attendance, while not directly graded, will have an impact on the student's opportunity to earn class participation points.

GRADE

This course will be assessed using criterion-referencing. Grades will not be assigned using a curve. The grade components and the associated weights are as follows:

Course Work Component	Weight (%)	Individual/ Group
Quiz 1	25	Best 2 scores (25% each)
Quiz 2	25	
Quiz 3	25	
Class Participation	10	Individual
In-class Exercises	5	Group
Project Presentation	15	Group (Peer-assessed)
Project Written Report	17	Group (Peer-assessed)
Research Credit	3	Individual

Scores will be summed up to arrive at an overall score for each student.

Quizzes

There will be 3 quizzes at various points during the semester. The student's best two out of three quizzes will be considered for grading purposes. The quizzes will consist of objective questions, such as multiple-choice and true or false. All the questions will be based exclusively on class lectures and sample quizzes. Quizzes will be close book and close note and take around one hour each. There will typically be no carryover of substantive topics for the quizzes. However, it should be kept in mind that most topics in the course are interrelated; thus, answering questions relating to a particular topic may require some knowledge of topics discussed earlier. Quizzes will be held simultaneously for the 2 sections and have tentatively been scheduled in the evening. There will be no lecture on the quiz dates.

Note 1: No separate make-up quiz will be scheduled. However, since only marks from your best two quizzes will be considered for your grade, you can afford to miss one of the three quizzes that will be held.

Note 2: Once the quiz dates have been decided, they cannot be changed! If you have schedule clashes later, it is up to you to resolve the clash and attend the quiz on time.

Individual Class Participation

Effective class participation includes: 1) asking questions about concepts from lectures or readings; 2) sharing your experience or point of view with the class; 3) building on points raised by others; 4) clarifying issues; and 5) relating topics discussed to previous class discussions. Direct student-student interaction is encouraged; monopoly of airtime is not. Interactions should be both positive and courteous even when opinions differ. Regular and punctual class attendance is necessary but not sufficient to earn good class participation grades.

Participation will be graded on a scale from 0 (lowest) through 4 (highest points), using the criteria below. The criteria focus on what you demonstrate and do not presume to guess at what you know but do not demonstrate.

Please be aware that Attendance ≠ (is not equal to) Participation!

Points	Criteria
0	<ul style="list-style-type: none">Absent or Present but does not participate; Present and participates, but disruptive.
1	<ul style="list-style-type: none">Present and tries to respond when called on but does not offer much.Demonstrates very infrequent involvement in discussion.
2	<ul style="list-style-type: none">Demonstrates adequate preparation: knows basic case or reading facts, but does not show evidence of trying to interpret or analyze them.Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class).Does not offer to contribute to discussion, but contributes to a moderate degree when called on.Demonstrates sporadic involvement.

3	<ul style="list-style-type: none"> • Demonstrates good preparation: knows case or reading facts well, has thought through implications. • Offers interpretations and analysis of case material (more than just facts) • Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. • Demonstrates consistent ongoing involvement.
4	<ul style="list-style-type: none"> • Demonstrates excellent preparation: has analyzed case exceptionally well, relating it to readings and other material (e.g., readings, course material, discussions, experiences, etc.). • Offers analysis, synthesis, and evaluation of case material, e.g., puts together pieces of the discussion to develop new approaches that take the class forward. • Contributes in a significant way to ongoing discussion: keeps analysis focused, responds thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. • Demonstrates ongoing very active involvement.

Since individual participation is important, each student must hand in a **photo card** by **September 14, 5pm**. Please **download the photo card form from Canvas** (look under "Assignment") and **submit your completed card on Canvas website** before the due date. There will be a penalty for late submission, except for students who happen to add the class after this deadline.

Group

I will randomly assign you into groups. I will upload a list of groups and members through Canvas by **18 September**.

In-class Exercises

Classroom experience is very important in your learning process. In addition to lectures, time will be allocated to in-class group exercises. These exercises will be in the form of (a) discussing cases and (b) answering in-class questions.

For type (a), cases and assignments will be handed out in advance. We will do ONE long case analysis throughout the course, and it is group work. Each group needs to submit their answers by **the designated date (to be announced in class)**. During the class, I will assign one group to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion of the assignment.

For type (b), we do have several in-class tasks/discussion. I will assign one or two groups to provide the solution to these tasks. The other groups will be expected to add their comments and join in a discussion of the assignment. Group participation points will only be given to members of the group who are present during the activity. All members of the same group will receive the same marks for the in-class group exercises.

Final Project Report (group work)

Each team will develop a marketing plan for a product or service that they would like to bring to the market. The purpose of this assignment is for teams to assess marketing opportunities by analyzing customers, competitors, and their own company ("3 Cs"), identify the strategy (STP), and design effective marketing programs by selecting appropriate strategies for pricing, promotion, place, and product ("4 Ps"). To accomplish these goals, the team should become experts on product or service, the company, and the industry in which it operates. You will find the recommended textbook very helpful when it comes to writing the project report. More detailed instructions will be provided later.

Page Limit for Report: 10 double spaced pages in Times New Roman, Calibri or Arial (12 Point), including tables references, and appendices, with 1-inch border on all sides. This limit is to be strictly followed.

Due Date: 29 November, 5 pm. No late report will be accepted. Soft copies only, submitted on Canvas.

Final Project Presentation (group work)

Each group will make an oral presentation of the report in class (in person). The presentation should be made by a maximum of THREE members on behalf of the group. **Each presentation should take about 10 minutes and a further 3 minutes for a question-answer session.** Attendance is mandatory at all presentations, and every group may be required to comment on every presentation. A day before the first presentation day, all teams should upload their slides on Canvas. No changes in the slides will be allowed once the deck has been submitted.

Peer Evaluation

To ensure equal participation in and contribution to the group project, a peer evaluation system will be in place. Each student is required to evaluate his/ her team members' performance/contribution to the team via HKUST's online peer evaluation platform. The student will also conduct self-evaluation, although the self-evaluation score will not contribute towards the calculation of the student's average evaluation score.

Evaluation criteria include:

- Attendance during team meetings/ activities
- Quality of input/ work done
- Volume of work contributed
- Overall contribution to the group deliverable

Evaluators should include qualitative comments/ evaluation to justify the numerical scores that were provided to the evaluatees. At least one member of the group must receive a perfect contribution score.

The evaluation will open and close on specific dates as indicated in the timetable at the end of this syllabus. A student who fails to submit his/her peer evaluation on time will automatically earn a significant mark deduction in that coursework component.

Individual peer evaluation scores will be released on CANVAS after the closing date. The students will then have an opportunity to raise any concern about their peer assessment scores within a given period of time. No queries or challenges will be entertained after the designated cut-off date for raising queries. Please refer to the timetable at the end of this syllabus for the exact dates and times.

NOTE: Peer assessment will not be conducted for the group case analysis thus all members of the group will receive identical scores for this activity.

Research Credit

Students enrolled in this class are expected to earn 3 research credits (worth 3% of the grade). This can be done through participation in 3 *marketing experiments* (of 1 hour each) OR by completing 3 *research assignments*.

Marketing *experiments* will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be posted on your course website under “Files” – “Research credit”. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

If you choose to do research *assignments*, please contact markexpt@ust.hk for detailed information. And if you have any questions regarding the marketing experiments, please also send email to markexpt@ust.hk .

Mapping of Course ILOs to Assessment Tasks

Assessed Task	Mapped ILOs	Explanation
1. Quizzes	ILO1, ILO2, ILO6,	1.To acquire an understanding of basic marketing concepts. 2.To understand the strategic role of marketing. 6.To demonstrate a global outlook and an understanding of cultural diversity.
2. Final Project Report (group work)		3.To gain an understanding of the elements of the marketing mix and their interaction.
3. Final Project Presentation (group work)	ILO3, ILO4, ILO5, ILO7,	4.To identify and address the key decisions facing marketing managers. 5.To practice the process of analyzing a marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan.
4. Group Exercise (group work)		7.To apply business concepts and theories to make proper business decisions in real-life settings.
5. Research Credit (individual work)	ILO7	7.To apply business concepts and theories to make proper business decisions in real-life settings.
6. Class Participation (individual work)	ILO1 -- ILO7	All of the above

Course AI Policy

The use of Generative AI in the group project and case analysis is permitted for editing purposes only and it must be properly acknowledged.

Academic Integrity

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have ***absolutely no tolerance for cheating or plagiarism*** and there are no acceptable excuses.

UST places a strong emphasis on academic integrity. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention. Please visit the website at <https://registry.hkust.edu.hk/resource-library/regulations-student-academic-integrity>.

The penalty for cheating can range from failure of a quiz or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Quizzes are to be written without the assistance of notes or other people. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course. The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Grade Rebuttals

If you feel that a calculation or judgment error has been made in the grading of a quiz, please write a note describing the error and give it to me ***with the original graded document***. If it's a judgment issue, you should also include documentation in support of your opinion (e.g. a photocopied page from the textbook or lecture ppt with the relevant information highlighted). I will get back to you as quickly as possible with an answer (ideally, by the next class session). Please note that any request for reassessment of a grade usually results in a review of the ENTIRE quiz. This means that if errors are detected in the grading of other sections, they will also be corrected, whether they are in your favor or not. Students have one week from the date an assignment/exam is returned to submit a grade rebuttal—after one week, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any assignment that has not first been submitted as a formal, written rebuttal. If you go through the rebuttal process, but are still unsatisfied with the outcome, you may then make an appointment to see me so that we can discuss the issue further. ***There are absolutely no exceptions to this policy.***

TENTATIVE COURSE SCHEDULE

Week	Date	Topic	Readings/ References/ Deadlines/ Notes
1	02 Sep	Course Introduction Overview of Marketing	Syllabus
	04 Sep	The Marketing Process	Chapter 1
2	09 Sep	Company and marketing strategy I	Chapter 2
	11 Sep	Company and marketing strategy	Chapter 2 Photo card due on 14 Sep, 5 pm
3	16 Sep	Social Responsibility and Ethics	Chapter 20
	18 Sep	Assessing Marketing Environment I	Chapters 3 & 19 Group List available
4	23 Sep	Assessing Marketing Environment II	Chapters 3 & 19 Project Topic Submission due on 23 Sep, 11pm
	25 Sep	Group Project Preparation	In-class Exercise
5	30 Sep	Quiz 1 (8:00 – 9:00 pm) in LTA	
	02 Oct	Managing Marketing Information	Chapter 4
6	07 Oct	HOLIDAY- Day Following Mid-Autumn	
	09 Oct	Consumer and Buyer Behavior	Chapters 5 & 6
7	14 Oct	Segmentation, Targeting, & Positioning	Chapter 7
	16 Oct	Product	Chapters 8 & 9
8	21 Oct	Case Discussion	<i>Aspire Food Group</i>
	23 Oct	Quiz 2 (8:00 – 9:00 pm) in LTA	
9	28 Oct	Product	Chapters 8 & 9
	30 Oct	Pricing	Chapters 10 & 11
10	04 Nov	Distribution	Chapters 12 & 13
	06 Nov	Promotion	Chapters 14-17
11	11 Nov	Promotion	Chapters 14-17
	13 Nov	Quiz 3 (8:00 – 9:00 pm) in LTA	
12	18 Nov	No Class Final Report Preparation	Presentation slides due on Canvas 19 Nov, 5 pm.
	20 Nov	Final project presentations I	
13	25 Nov	Final project presentations II	
	27 Nov	Final project presentations III	Peer Evaluation opens 27 Nov, 5 pm Project written report due on Canvas 29 Nov, 5 pm Peer Evaluation closes 29 Nov, 5 pm Individual peer evaluation scores released on Canvas 02 Dec, 5 pm Cut-off for any queries regarding peer evaluation scores 04 Dec, 5 pm