

**MKTG 5700 Contemporary Marketing Concepts**  
**Department of Marketing**  
**College of Business Administration**  
**University of Missouri-St. Louis**  
**2020 Spring**

Instructor: Dr. Gerald Gao, Professor of Marketing  
Office: JCP 350  
Office Hours: In person or through Zoom, by appointment  
Phone: 314.516.6276  
Email: [gaogy@umsl.edu](mailto:gaogy@umsl.edu)  
Research areas: Firm Capabilities and Innovation; International Marketing Strategy  
<http://www.umsl.edu/divisions/business/About%20the%20College/Faculty/Marketing/geraldgao.html>

Class schedule: T/TH, 6:30pm-8:30pm, SSB 207

### **About the Instructor**

Gerald Yong Gao is Professor of Marketing and Director of the International Business Institute at College of Business Administration, University of Missouri-St. Louis. He received his BA in Economics from Peking University and PhD in Marketing from The University of Hong Kong. His research interests include marketing and innovation strategies, export, FDI performance, and strategic orientations. His papers have been published in leading academic journals such as *Administrative Science Quarterly*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Operations Management*, *International Journal of Research in Marketing*, *Journal of International Marketing*, *Management International Review*, *Journal of World Business*, and *International Marketing Review*, among others. He has won several research and teaching awards including Anheuser-Bush Award for Excellence in Teaching, Douglas E. Durand Award for Research Excellence, and best papers awards at various conferences. He currently serves on the editorial board of the *Journal of International Marketing* and the *Asia Pacific Journal of Management*.

### **Course Description**

Prerequisite: BUS AD 5000. Designed for students with no prior course work in the field of marketing. A wide spectrum of marketing institutions and activities is covered. The impact of marketing on the total firm, the economy, and society in general is assessed. The course is intended to develop and organize the fundamental marketing concepts necessary to an analytical study of consumer behavior, the economic environment and four managerial aspects of marketing. The acquisition and utilization of marketing research data for problem solving is stressed. Relation and integration of basic marketing knowledge to the successful development of sound marketing policy, planning, and strategy is developed.

Marketing is a driving force in the modern global economy and exhibits strong impact on our everyday life. In this course, we will examine how marketing discovers and satisfies consumer needs, and look into the decision process that marketers come up with products and services to reach different groups of consumer segments. This course addresses important marketing issues such as strategic planning, global marketing, new media strategies, consumer behavior, and marketing mix strategies. The acquisition and utilization of marketing research data for problem solving will be also stressed. The integration of marketing knowledge into a successful development of sound marketing policy, planning, and strategy will be developed.

The course will help students achieve the following two major objectives:

1. Students will get fundamental knowledge of the marketing strategy and process, and be exposed to new developments of marketing theories and practices in the area.
2. Students will be able to analyze and evaluate marketing activities, and solve practical problems from the real business world.

### **Learning Method**

This course emphasizes an interactive learning process. Active participation of students in both in-class discussion and out-of-class project preparation will be critical to the learning process. The course will adopt a variety of approaches, including lectures, presentations, online video cases, interactive discussions, and marketing simulation.

### **Textbook**

*Contemporary Marketing 18th edition,*  
by Louis E. Boone and David L. Kurtz  
Cengage Learning

MindTap system, can be accessed through “Assignments” on the left course menu

The Triton Store provides the **AutoAccess** program. Your materials are automatically available digitally through Canvas on the first day of class.

Course Site: Canvas

--I will post class announcements, grades, and PowerPoint slides, etc.

## Grading

Grades will be assigned based on the following requirements and corresponding weights:

Tests (2)	300
MindTap Assignments	190
Marketing Development Project	100
Group Case	280
Product Design Evaluation	60
Class Participation:	70
Total:	1000

The breakdown of grade ranges:

A = 93% and above; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%  
C+ = 75-79%; C = 65-74%; C- = 60-64%; F = Below 60%

### 1. Tests

There will be **two tests** with multiple choice questions of the text and lectures. Given the survey nature of this course, the objective is to make sure that students will have a sound grasp on concepts and strategies used in marketing practices.

### 2. MindTap

We will use my marketing lab as a dynamic study tool to continuously assess and enhance students' learning performance. The contents include assignments and mini simulation.

The instructor will post assignments and all students are required to finish them on a timely manner.

### 3. Marketing Development Project

To add new perspectives on specific marketing issues to the class, each student will be required to find a "related topic" about specific marketing development and strategies. Students should prepare a **PowerPoint presentation file and give a 15-minute presentation**. Topics may include but not limited to (1) Marketing Strategy and Environment; (2) Consumer/business markets and information technology; (3) Products and Pricing; and (4) Channels and Marketing Communication, etc.

Please make sure the scope is appropriate, not too broad. For example, regarding recent developments of marketing research, an appropriate topic would be "marketing insights from

data mining for the car rental industry”. I suggest students find several major reference articles or consult some current information source (marketing journals, magazines, and newspapers, etc.).

The grade will be based on the following criteria: (1) organization and appearance; (2) degree of creativity (making topic interesting); (3) quality of research on topic.

#### **4. Group Case**

Students are to form groups and each group will be responsible for **one** cases listed in the syllabus to do their analysis and write report. The group is expected to do the following:

- 1) Update the information in case to get a complete picture of the company and the situation;
- 2) Raise critical issues that the company faced or is facing currently;
- 3) Select the most important issues (3 to 4 issues) in your judgment. Explain briefly why these issues are important;
- 4) Offer solutions to the most important issues. Explain the solutions in detail.

Each team is responsible for a **40-minute presentation of the projects**. The presentation gives the teams the opportunity to introduce, explain, and defend their strategies. The presentation should summarize the major points that you have learned about the company rather than an expanded summary of everything. This will be followed by a Q&A session. *A written report and a copy of the slides should be submitted to the instructor before the presentation.* The report must be typed out and the length of the text should not exceed fifteen (15) double-spaced pages.

The grade for the case depends on the written report (50%), presentation, explanation, and discussion in class (50%).

#### **5. NPD Memos**

There will be a product design exercise in class; a paper will be due. Details will be provided.

#### **6. Class participation**

Aside from lectures, there will be in-class group and individual exercises and discussions. Students are expected to participate actively and contribute to the learning environment. Student class participation grade will be based on the quality and input in class, and class attendance.

## CLASS SCHEDULE

Week	Date	Topic	Textbook Ch (s)
1	Mar 17	Course Administration	Ch. 1
	Mar 19	Introduction to Marketing	
2	Mar 24	<i>Spring Break</i>	
	Mar 26		
3	Mar 31	Strategic Marketing	Ch. 2, 3
	Apr 2	Consumer Behavior	Ch. 6
4	Apr 7	Marketing Research	Ch. 10
	Apr 9	STP and Case Analysis Skills	Ch. 9
5	Apr 14	<b>Test 1</b>	Ch. 11, 12
	Apr 16	Product Strategy	
6	Apr 21	<b>Presentation of Case 1</b> Pricing and Channel Strategies	Ch. 13, 14, 15
	Apr 23	<b>Presentation of Case 2 and 3</b> IMC	Ch. 17
7	Apr 27	<b>Presentation of Case 4 and 5</b>	
	Apr 30	<b>Presentations of Individual Projects</b>	
8	May 5	<b>Presentations of Individual Projects</b>	

	May 7	<b>Test 2</b>	
--	-------	---------------	--

The information in this syllabus may be subject to change and any changes will be announced in class.

