

York University  
Graduate Diploma in Management  
DMGM 5020 Principles of Marketing Management  
Winter 2024  
Course Outline

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Instructor: Ray Kong

Email address: raykong@yorku.ca

Office hours: Before class and by appointment

Course day and time: Wednesday 3:00 pm -6:00 pm

Location: York Learning Space and IBM Headquarters (Markham)

### Course Description

Marketing is everything. While to some, this is a controversial statement, in today's hyper-competitive business landscape, organizations (or individuals) of all types cannot achieve their objectives without effective marketing and communications. This course lays out principles and frameworks of marketing and communications and introduces the participant to some of the tools and tactics available and discusses their use in the context of today's business and economic environment.

This is a short overview course which relies heavily on lecture material, supplementary readings and in-class discussion which will build from week to week. As such, students are expected to attend and actively participate in every class.

Prerequisites: None

### Course Learning Objectives

The key learning objective is to provide a managerial relevant overview and basic understanding and application of marketing principles, strategies and tactics. More specifically, the course is designed to help students:

- Understand and correctly identify key relevant concepts, objectives, strategies and tactics for decision-making in different marketing contexts;
- Critically evaluate marketing and communication options and how to apply them against organizational goals and objectives;
- Understand the role of marketing in organizations and in furthering organizational objectives
- Understand the role of marketing research and knowledge of consumer behaviour in marketing decision-making
- Enhance personal communication and marketing skills

## Course Material

Assigned week to week.

## Course Format

This short course relies heavily on lecture material, assigned readings and in-class discussion which will build from week to week. As such, students are expected to attend and actively participate in every class.

## Student Assessment

In-class attendance and participation	10%
2 in-class quizzes	2 x 20%
Summative team case study	50%

## Weekly Schedule

W1 Jan 10	<p>Introduction to the course and Marketing</p> <ul style="list-style-type: none"> <li>Role of Marketing</li> <li>Marketing Concepts, Principles and Frameworks</li> <li>Data Driven Marketing</li> <li>Consumer Decision-Making Behaviour</li> <li>Eight stages</li> <li>MAPS</li> <li>Form teams, introduce term assignment case study</li> </ul>	<p><i>Marketing plans</i></p> <ul style="list-style-type: none"> <li><i>Situation analysis</i></li> <li><i>Target market</i></li> <li><i>Objective, strategy</i></li> <li><i>Tactics</i></li> </ul> <p>READING: Framework for Marketing Strategy Formulation</p>
W2 Jan 17	<p>Marketing Strategy</p> <ul style="list-style-type: none"> <li>Setting SMART Goals and Objectives</li> <li>Target Market Identification and Segmentation</li> <li>Marketing Mix: The Four P's</li> </ul>	<p>READING: Understanding Society, Perils of Perception</p>
W3 Jan 24	<p>Branding and Product Management</p> <ul style="list-style-type: none"> <li>Brand Building and Brand Equity</li> <li>Positioning, Differentiation and Distinctiveness</li> <li>B vs b</li> <li>Harmonizing Brand and CX</li> </ul>	<p><i>Quiz #1</i></p> <p>READING: Mind The Gap</p>
W4 Jan 31	<p>4 Ps</p> <p>Marketing Tactics</p> <ul style="list-style-type: none"> <li>Advertising and Promotion (Social)</li> <li>Events and Sponsorships</li> <li>Direct marketing</li> <li>CSR and PR</li> <li>Loyalty</li> </ul>	
W5 Feb 7	<p>Story Telling, Presentation Skills and Reporting</p>	<p>READING: Storytelling Resource Guide</p> <p><i>Quiz #2</i></p>
W6 Feb 14	<p>Marketing Analytics and Measurement</p> <ul style="list-style-type: none"> <li>Marketing Metrics and KPIs</li> <li>Marketing Information Systems and Databases</li> <li>Marketing Performance Analysis and Reporting</li> </ul>	<p>READING: How the NBA used a new attention metric to understand advertising impact</p>
	<p>Final Case Study Reports Due By Midnight Feb 16.</p>	