

York University
Graduate Diploma in Management
DMGM 5020 Principles of Marketing Management
Winter 2025
Course Outline

Instructor: Ray Kong

Email address: raykong@yorku.ca

Office hours: Before class and by appointment

Course day and time: Wednesday 4:00 pm -7:00 pm

Location: York Markham Campus

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	15%
2 case submissions	2 x 20%
Case presentation	10%
Case written submission	35%

Weekly Schedule

<p>W1 Jan 8</p>	<p>Introduction to the course and Marketing Role of Marketing Marketing Concepts, Principles and Frameworks Marketing as a system Differentiation Data Driven Marketing Storytelling Form teams, introduce term assignment case study</p>	<p><i>Marketing plans</i> <i>Situation analysis</i> <i>Target market</i> <i>Objective, strategy</i> <i>Tactics</i> READING: Framework for Marketing Strategy Formulation READING: Storytelling Resource Guide</p>
<p>W2 Jan 15</p>	<p>Marketing Strategy Setting SMART Goals and Objectives Target Market Identification and Segmentation Understanding motivations Consumer Decision-Making Behaviour Eight stages MAPS Marketing Mix: The Four P's</p>	<p>READING: Understanding Society, Perils of Perception</p>
<p>W3 Jan 22</p>	<p>Branding and Product Management Brand Building and Brand Equity Positioning, Differentiation and Distinctiveness B vs b Harmonizing Brand and CX</p>	<p>Submission #1 READING: Mind The Gap</p>
<p>W4 Jan 29</p>	<p>4 Ps Marketing Tactics Advertising and Promotion (Social) Events and Sponsorships Direct marketing CSR and PR Loyalty</p>	
<p>W5 Feb 5</p>	<p>Marketing Analytics and Measurement Marketing Metrics and KPIs Marketing Information Systems and Databases Marketing Performance Analysis and Reporting Synthetic Data</p>	<p>READING: How the NBA used a new attention metric to understand advertising impact Submission #2</p>

W6 Feb 12	5 minute Case Presentations	Case presentations
	Final Case Study Reports Due By Midnight Feb 19.	