Course Description

We are all consumers, and we live in a world that is full of marketing. Indeed, marketing is how companies interact with consumers. As consumers, we already know something about marketing, but there’s a lot more to it than first meets the eye. This course offers an introduction to the decisions that marketers make and the tools that they use to support an effective marketing strategy. By the end of the course, students 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.

Topics

1. Introduction- What is marketing?
2. Company and Marketing Information
3. Consumer Behavior
4. Segmentation, Targeting, and Positioning
5. Products, Services, and Brands; Price
6. Place; Promotion
7. Sustainable Marketing: Social Responsibility and Ethics

Grading Scheme

- Group Exercise (25%)
- Individual Class Presentation (25%)
- Short Quiz (50%)

[Topics and grading schemes are subject to change as deemed appropriate. Students will receive information and guidelines in class on how they will be assessed for the course.]

Instructor

Prof. Wenbo WANG

Prof. Wang received his PhD in Marketing from New York University in 2012. He then joined the Department of Marketing at HKUST as an Assistant Professor. His research interests include big data, social media, advertising, pricing, and sustainability. Prof. Wang has been working on several marketing research projects, including those in the context of emerging market. Prof. Wang is the recent recipient of the Franklin Prize for Teaching Excellence. He has been granted with Research Grants from the HKSAR Government and is the winner of Early Career Award for his research on advertising. He will be sharing his knowledge and insights with high school students for their better understanding of the world of marketing.