



## COLLEGE OF BUSINESS

### MRKT 402-B Strategic Marketing Summer 2018

#### **General Information**

Session: Summer 2018(July 2nd,2018-August 3rd,2018)

Credit: 4

Teaching Hours: 50 Hours

Time: 2 hours/day, Mon.-Fri.

Professor Name: Dr. Patricia Thomas

Home Institution: Framingham State University

Email: [pthomas1@framingham.edu](mailto:pthomas1@framingham.edu)

Prerequisites: MRKT 181 Marketing Principles and one (1) 300-level management or marketing course.

---

#### **1. Required Textbook:**

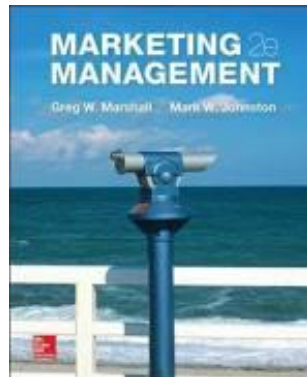
Text: [Marketing Management](#)

2nd Edition

By: Mark Johnston , Greg Marshall

© 2015 Publication Date: Feb 25, 2014

ISBN:0078028868 / 9780078028861



#### **2. Course Description:**

An examination of the elements of marketing strategy within the context of an effective overall business strategy. Topics include developing a market-focused culture, customer and competitor analysis, value delivery, pricing, relationship management, brand management, and marketing communication. Students strategically analyze a firm's activities from the marketer's point of view, including marketing strategy formulation, implementation and control, and assessment of the functional areas of marketing (product, pricing, distribution and promotion).

### **3. Course Objectives:**

- a. To understand the importance of marketing strategies to business, society and you (as consumers).
- b. To analyze “real world” marketing strategies and be able to identify and address key strategic issues with recommended solutions.
- c. To be able to communicate and implement strategic marketing tools by working cooperatively in teams.
- d. To use critical thinking skills, creativity, and new ways of thinking of the challenges facing business.
- e. To communicate (oral and written) more effectively.
- f. To learn how to develop a comprehensive marketing plan.
- g. To provide useful learning for professional (and personal) lifelong

**Recommended:** The New York Times <http://www.nytimes.com/>  
Adage <http://www.adage.com>  
The Economist Magazine <http://www.economist.com/>

**Student Resources:** Blackboard at <http://Framingham.blackboard.com>

**Class Format:** The course goals will be achieved through lectures, classroom discussions, exams, cases, readings, projects, and presentations.

### **4. Policies:**

**Attendance Policy:** Students are expected to attend all classes. There are NO excused absences. If you plan to miss more than two classes, your grade would be reduced by one letter grade.

**Expected Work Outside the Classroom:** Federal regulations dictate that students taking a 4-credit course must engage with the course material for a total of 12 hours per week (including in-class or online time). Note: 2 hours of study time is required for every 1 hour of class time.

**Extra credit:** There will be no extra credit opportunities or make up activities in this course. In addition, late assignments will not be accepted.

**Academic Honesty:** As an institution of higher education, Framingham State University expects all members of its community – students, faculty, and staff – to conform to the acceptable standards of academic integrity and to exhibit honesty and competency in their academic work.

Cheating and Plagiarism (as defined in the school catalog) is not tolerated. If found violating these rules, you will be withdrawn from the class. See: <https://www.framingham.edu/student-life/student-affairs/policies-and-procedures/academic-honesty-policy/index>

Laptop use: Students will only use the laptop during class for work related to this course. Students violating this rule will be asked not to bring their laptop to class.

Cell phone: Cell phone use is permitted in class only with the approval of the instructor.

Academic Accommodation:

Please see me by June 4<sup>th</sup> if special accommodation is needed for this class. You can also visit CASA for academic support in this or any other class you are taking. I want you to succeed!

**5.Grading Criteria:**

I.	<u>EXAMS:</u>	[50%]
	Exam #1(mid-term): [Ch. 1, 2, 3, 4, 6, 7, 8,]	25%
	Exam #2 (final): [Ch. 9, 10, 11, 12, 13, 14, 15, 16]	25%
II.	<u>In-Class Projects</u>	[20%]
III.	<u>Marketing Plan</u>	[15%]
IV.	<u>Presentation:</u>	[15%]
	<u>Total:</u>	[100%]

**NOTES ON GRADING CRITERIA**

- I. **EXAMS:** We will have two in-class exams that will cover the content of this course. Details will be provided the week before the exam is given. The exams will be multiple choice and a few short answers.
- II. **IN-CLASS PROJECTS:** You are expected to attend and participate in all classes. Several cases and ethical dilemmas will be discussed in both group and individual settings. No makeup will be given if you miss that class period and a grade of zero will be assigned for the missed day.
- III. **MARKETING PLAN:** You must follow the Marketing Plan outline on pages 53-59 of our text book. You may select a company that you are familiar with to analyze. You will submit a written marketing plan and present your finding using PowerPoint slides at the end of the semester. **MARKETING RESEARCH** is critical to this project. The

paper is expected to be between 8-10 pages double spaced 12 fonts. This is a group project.

- IV. **GROUP PRESENTATIONS:** You will apply strategic marketing knowledge present a major case during the final week of classes.
  
- V. Your grades will NOT be shared with anyone but you. You will be able to view your grades as the semester progress via Blackboard. Your final grade will only be posted via MyFramingham.

## **6. Class Schedule**

Week	Topic	Assignment
1 7/2-6	Chapters 1-4 July 4 - Last Add/Drop day	
2 7/9-13	Chapters 5-8	7/13 - Exam 1
3 7/16-20	Chapters 9-12	
4 7/23-27	Chapters 13-16 July 24 - Last day to withdraw	7/27 - Exam 2
5 7/30-8/3	Marketing Presentations	