

# Framingham State University

## MRKT 402 Strategic Marketing

Summer 2019

Instructor: Dr. Chien Wen Yu

Office hours: Tuesdays 3:15-5:15pm

Email Address: cyu@bridgew.edu

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

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### **1. Required Textbooks:**

*Marketing Management*

3<sup>rd</sup> Edition

By: Mark Johnston , Greg Marshall

McGraw Hill Education

2019 Publication

ISBN: 978-1-259-63715-5

MHID: 1-259-63715-8

*Marketing Strategy Text and Cases*

6<sup>th</sup> Edition

By: O.C. Ferrell, Michael Dr. Hartline

South-Western Cengage Learning

2014 Publication

ISBN: 13:978-1-285-18123-3

ISBN: 10: 1-285-18123-9

### **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:

For our accreditation, it is essential that all Framingham State University credit courses follow the Federal Definition of credit hour: for every one hour of classroom or direct faculty instruction, a minimum of two hours of out-of-class student work is required. Since the summer China courses meet for two contact hours daily (10 contact hours of classroom time weekly), the expectation is that students spend 20 hours per week doing out-of-class work. For the five week 4-credit course, this reflects 50 hours of classroom time and 100 hours of out-of-class time since the credit hour is defined as 50 minutes.

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: Integrity is essential to academic life. Consequently, students who enroll at Framingham State University agree to maintain high standards of academic honesty and scholarly practice. You will be responsible for familiarizing yourself with the published policies and procedures regarding academic honesty. Infractions of the Policy on Academic Honesty include, but are not limited to:

1. Plagiarism: claiming as one's own work the published or unpublished literal or paraphrased work of another. It should be recognized that plagiarism is not only academically dishonest but also illegal
2. Cheating on exams, tests, quizzes, assignments, and papers, including the giving or acceptance of these materials and other sources of information without the permission of the instructor(s)

3. Unauthorized collaboration with other individuals in the preparation of course assignments
4. Submitting without authorization the same assignment for credit in more than one course
5. Use of dishonest procedures in computer, laboratory, studio, or field work
6. Misuse of the University's technical facilities (computer machinery, laboratories, media equipment, etc.), either maliciously or for personal gain
7. Falsification of forms used to document the academic record and to conduct the academic business of the University.

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.

### **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 font. 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 8 <sup>th</sup> July- 12 <sup>th</sup> July	Chapter 1: Marketing in Today's Business Milieu Chapter 2: Elements of Marketing Strategy, Planning, and Competition Chapter 3: Managing Marketing Information Chapter 4: Understand Customers: Business-to-Consumer Markets July 4 - Last Add/Drop day	
2 15 <sup>th</sup> July- 19 <sup>th</sup> July	Chapter 5: Understand Business-to-Business Markets Chapter 6: Segmentation, Target Marketing, Positioning, and CRM Chapter 7: Product Strategy and New Product Development Chapter 8: Build the Brand	7/13 - Exam 1
3 22 <sup>nd</sup> July- 26 <sup>th</sup> July	Chapter 9: Service as the Core Offering Chapter 10: Manage Pricing Decisions Chapter 11: Manage Marketing Channels and Points of Customer Interface	

	Chapter 12: Promotion Strategy and New Media	
4 29 <sup>th</sup> July- 2 <sup>nd</sup> Aug	Chapter 13: Advertising, Sales Promotion, and Public Relations Chapter 14: Personal Selling and Direct Marketing Chapter 15: Understand the Global Marketplace: Marketing without Borders Chapter 16: The Marketing Dashboard: Metrics for Measuring Marketing Performance July 24 - Last day to withdraw	7/27 - Exam 2
5 5 <sup>th</sup> Aug-9 <sup>th</sup> Aug	Marketing Presentations	

**Framingham State University Marking System:**

<b>Grade</b>	<b>Quality Points</b>
A	4.0
A-	3.7
B+	3.3
B	3.0
B-	2.7
C+	2.3
C	2.0
C-	1.7
D+	1.3
D	1.0
D-	0.7
F	0.0