

Bridgewater State University
MGMT 200 Marketing Principles
June 22 – July 17, 2020

Time: Monday-Friday, 15:30-17:20
Instructor: Dr. Chien Wen Yu 余前文
Email: cyu@bridgew.edu
WeChat: chienwenyu
Class Credits: 3 credits
Class hours: 40 class hours (2 class hours each day)

Required Textbook: Dhruv Grewal & Michael Levy (2020), M: Marketing, 6th Edition. New York: McGraw-Hill (eBook)

Course Description: Develops students' understanding of the marketing function of an organization through a survey of the history of marketing from its inception as distribution through the modern marketing concept; in-depth study of the elements of the marketing mix (product, price, place and promotion); impact of external legal, political, sociological and technological forces upon the marketing manager; and the structure and placement of the marketing organization presented through lecture, case study and projects.

Course Objectives: By completion of this course, students should be able to:

1. Demonstrate an understanding of strategic market planning, marketing environment forces, and social responsibility and marketing ethics.
2. Demonstrate the ability to apply marketing research, information systems, target market and segmentation evaluation to real business situations.
3. Develop and manage products, branding and packaging concepts.
4. Demonstrate an understanding of pricing fundamentals and the process for establishing prices.
5. Demonstrate the ability to incorporate marketing channels and supply-chain, retailing, wholesaling, and directing to day to day managerial decisions.
6. Demonstrate an understanding of integrated marketing communications and promotion methods, including advertising, personal selling, sales promotions, and public relations.

Course Format: The marketing course will be conducted as a lecture/discussion course. The course will be designed to maximize your learning through the application of marketing concepts and the development of critical thinking. Case analysis and discussion will be used to facilitate this type of learning. Thus, you, to be successful in the course, must read the assigned materials prior to class and be prepared to answer questions and even lead discussion about the text and case material.

Course Grading: Final grade is based on student's performance on the following tasks this semester.

1. Class Participation	10%
2. Case Analysis and Presentation	10%
3. Group Project and Presentation	20%
4. Midterm Exam	30%
5. Final Exam	30%

Class Participation (10%): Class participation is an important element of case discussion. Learning depends heavily upon thorough and lively participation. The primary emphasis should be on quality participation. The quality of participation is reflected from careful reading of cases and assigned material, thoughtful reflection and clear and concise comments. It is particularly important that your comments fit into and build on previous comments. This requires that we all listen carefully to each other. Class participation will be judged on the basis of quality and consistency of effort on a daily basis. Attendance is NOT participation.

Individual Case Analysis and Presentations (10%): Each student will select an interesting and unique company and case related to the chapter and discuss and analyze the case in depth. Research on the company, industry and case issue is necessary to fully understand and present the case. Case Presentation also includes summary, explanation and application of the key concepts, terms and formulas of the chapter being discussed. At the end of the presentations, you need to come up with questions to ask students in class. Case presentation is about 10 slides, and paper is 3 pages. Youtube videos or other video clips can be shown to aid your presentation and provide background information. The hard copies of the presentation and paper are due on the day of the case presentation. It is the responsibility of the case presenters to motivate fellow students for a lively discussion on the case. It is also the responsibility of the students to digest the case, ask questions and participate in the discussion.

Group Project and Presentation on a Marketing Plan (20%): Students will work in teams and prepare a comprehensive marketing plan of a company (a manufacturer or a service company, preferably a startup business). Each team is composed of 2-3 students who share tasks of the project. The marketing plan is written separately in a document or paper format (10-15 pages) as well as in a presentation format (10-15 Power Point slides). The team will make a group presentation for 15 minutes on the last days of class. Hard copies of the paper and presentation are due on that day. The presentation can be creative and interesting in format and content. Following is a list of contents or elements to be included in the marketing plan:

1. Executive summary
2. Environmental analysis
3. SWOT analysis
4. Marketing objectives

5. Marketing strategies – product development, value creating, segmentation, targeting, positioning, supply chain, integrated marketing communications
6. Marketing implementation
7. Evaluation and control

Marketing Plan Proposal: During class, each group will give one-page proposal and 5-minute presentation and report to class on the following:

1. Company information
2. Team members
3. Tasks of each member
4. Time table of accomplishing the tasks.

Grade	Description	4-point Equivalent	100-point
A	Superior	4.0	95-100
A-	Superior	3.7	90-94
B+	Good	3.3	87-89
B	Good	3.0	83-86
B-	Good	2.7	80-82
C+	Satisfactory	2.3	77-79
C	Satisfactory	2.0	73-76
C-	Satisfactory	1.7	70-72
D	Poor	1.0	65-69
F	Failure	0.0	0-64

Course Requirements: Students are expected to focus and actively participate in class asking and answering questions and contributing to class discussions and the learning process. Cell phones, laptop computers and other electric devices are to be turned off and put away during class period. Class attendance is mandatory. Only one excused absence is allowed. Additional absences will result in a lower final grade.

Course Schedule: Please note that every effort will be made to stay on the defined schedule. However, the instructor does reserve the right to make changes during the course of the semester.

Week	Reading Assignment	Reading, Case Studies & Videos
1 6/22	Course and Student Introductions Chapter 1: Overview of Marketing	
1 6/23	Chapter 2: Developing Marketing Strategies and a Marketing Plan	Presentations for Chapter 1
1 6/24	Chapter 3: Social and Mobile Marketing	Presentations for Chapter 2

Week	Reading Assignment	Reading, Case Studies & Videos
1 6/25	Chapter 4: Conscious Marketing, Corporate Social Responsibilities, and Ethics	Presentations for Chapter 3
1 6/26	Chapter 5: Analyzing the Marketing Environment	Presentations for Chapter 4
2 6/29	Chapter 6: Consumer Behavior	Presentations for Chapter 5
2 6/30	Chapter 7: Business-to-Business Marketing	Presentations for Chapter 6
2 7/1	Chapter 8: Global Marketing	Presentations for Chapter 7
2 7/2	Chapter 9: Segmentation, Targeting and Positioning	Presentations for Chapter 8
2 7/3	Group Project Proposal Presentations Midterm Exam	
3 7/6	Chapter 10: Marketing Research	Presentations for Chapter 9
3 7/7	Chapter 11: Product, Branding and Packaging Decisions	Presentations for Chapter 10
3 7/8	Chapter 12: Developing New Products	Presentations for Chapter 11
3 7/9	Chapter 13: Services: The Intangible Product	Presentations for Chapter 12
3 7/10	Chapter 14: Pricing Concepts for Establishing Value	Presentations for Chapter 13
4 7/13	Chapter 15: Supply Chain and Channel Management	Presentations for Chapter 14
4 7/14	Chapter 17: Integrated Marketing Communications	Presentations for Chapter 15
4 7/15	Group Presentations on a Marketing Plan	
4 7/16	Final Exam	
4 7/17	Course Review	