

Bridgewater State University

MGMT 494 Marketing Management and Strategy

June 22 – July 17, 2020

Instructor: Dr. Chien Wen Yu 余前文

Time: Monday-Friday, 13:30-15:20

Class Credits: 3 Credits (40 class hours, 2 hours each day)

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1. Required Textbook:

Marketing Management

3rd Edition

By: Mark Johnston, Greg Marshall

McGraw Hill Education

2019 Publication

ISBN: 978-1-259-63715-5

MHID: 1-259-63715-8

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

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.

Academic Honesty: Integrity is essential to academic life. Students who enroll at Bridgewater 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.

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>	[60%]
	Exam #1(mid-term): [Ch. 1, 2, 3, 4, 5]	30%
	Exam #2 (final): [Ch. 6, 7, 8, 9, 10, 11]	30%
II.	<u>Class Participation</u>	[10%]
III.	<u>Individual Presentation</u>	[10%]
IV.	<u>Marketing Strategy Issue Paper (group)</u>	[10%]
V.	<u>Marketing Strategy Issue Presentation (group)</u>	[10%]
	<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 questions.
- II. CLASS PARTICIPATION: Class participation is an important element of case discussion and classroom learning. 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.
- III. INDIVIDUAL PRESENTATION: You are expected to attend and participate in all classes. Several cases and ethical dilemmas will be discussed in both group and individual settings. Each student will select a management decision case from the textbook and analyze the case in depth. Research on the company, industry and case issue is necessary to fully understand and present the case. Answers to the case questions should be combined with summary, explanation and application of the key concepts, terms and formulas in each chapter. Response indicates critical analysis, use of examples and citations/references (where applicable). The case presentation is about 10 slides, and case paper is about 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 and interesting discussions on the issues. It is the responsibility of the students to digest the case, ask questions and participate in the discussion.

- IV. **MARKETING STRATEGY ISSUE (GROUP):** Students will work in teams and prepare a comprehensive research paper. The topic of the marketing strategy issue and challenge should be controversial and related to marketing Strategy concepts and models. The paper should have a main theme, hypothesis, literature review, research findings and recommendations. Each team is composed of 2-3 students who share tasks of the project. The research paper is written in a Word document format (15-20 pages) and in a PowerPoint presentation format (10-15 slides). The team will make a group presentation for 10-15 minutes on the last days of class. Hard copies of the paper and presentation are due on day of the presentation. The presentation should be creative and interesting in format and content.

Guidelines for Group Project

1. Case summary
2. Environmental analysis
3. SWOT analysis
4. Marketing objectives
5. Marketing strategies
6. Strategic alternatives
7. Marketing recommendations
8. Implementations
9. Citations/References

- V. **GROUP PRESENTATIONS:** You will apply strategic marketing knowledge present a major case during the final week of classes.
- VI. **MARKETING STRATEGY ISSUE PROPOSAL:** Before the midterm exam, each group will give a few slides of marketing strategy issue proposal and 5 minute presentation and report to class on the following: 1) Introduction of the company; 2) Team members; 3) Tasks of each member; 4) Time table of accomplishing the tasks.
- VII. **COURSE REQUIREMENTS:** Students are expected to focus and actively participate in class, asking and answering questions, contributing to class discussion and learning process. Cell phones, laptop computers and other electronic devices are to be turned off and put away during class period. Class attendance is mandatory.
- VIII. Your grades will NOT be shared with anyone but you. Your final grade will be posted via Blackboard.

6. Class Schedule

Week	Reading Assignment	Reading & Case Studies
1 6/22-23	Course and Student Introductions Chapter 1: Marketing in Today’s Business Milieu Learning Objectives: Understand challenges and opportunities of marketing in Today’s	

Week	Reading Assignment	Reading & Case Studies
	economy.	
1 6/24-25	Chapter 2: Marketing Foundations: Global, Ethical, Sustainable Case Presentation and Discussion Learning Objectives: Describe challenges of being global, ethical, sustainable and socially responsible in marketing program, and connection to strategic planning.	Case 1 Application Questions (4)
1 6/26	Chapter 3: Elements of Marketing Strategy, Planning, and Competition Case Presentation and Discussion Learning Objectives: Examine the concept of value chain. Use the framework provided for marketing planning and build a marketing plan.	Case 2 Application Questions (2)
2 6/29-30	Chapter 4: Market Research Essentials Case Presentation and Discussion Learning Objectives: Recognize the value of market research and its role in marketing and define the market research process.	Case 3 Application Questions (5)
2 7/1-2	Chapter 5: CRM, Big Data, and Marketing Analytics Case Presentation and Discussion Learning Objectives: Define the CRM process cycle, identify the types of data, and recognize key approaches to marketing analytics	Case 4 Application Questions (5)
2 7/3	Group Project Proposal Presentations Midterm Exam	
3 7/6-7	Chapter 6: Understand Consumer and Business Markets Case Presentation and Discussion Learning Objectives: Understand the consumer decision-making process and the differences between B2C and B2B markets	Case 5 Application Questions (2)
3 7/8	Chapter 7: Segmentation, Target Marketing, and Positioning Case Presentation and Discussion Learning Objectives: Explain the criteria for effective segmentation, steps of target marketing, and use of the marketing mix for positioning.	Case 6 Application Questions (1)
3 7/9	Chapter 8: Product Strategy and New Product Development Case Presentation and Discussion Learning Objectives: Define the essential role of the product experience in marketing and new product development process.	Case 7 Application Questions (2)
4 7/10	Chapter 9: Build the Brand Case Presentation and Discussion Learning Objectives: Recognize the essential	Case 8 Application Questions (4)

Week	Reading Assignment	Reading & Case Studies
	elements in a brand learn the importance of brand equity.	
4 7/13	Chapter 10: Service as the Core Offering Case Presentation and Discussion Learning Objectives: Understand why service is a key source of potential differentiation.	Case 9 Application Questions (1)
4 7/14	Chapter 11: Manage Pricing decision Case Presentation and Discussion Learning Objectives: Explore different pricing objectives and related strategies	Case 10 Case 11
4 7/15	Group Presentations on Marketing Strategy Issue	
4 7/16	Final Exam	
4 7/17	Course Review	

Bridgewater State University Marking System:

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