

**MGMT 200 Marketing Principles**  
**Bridgewater State University**  
**May 25 – June 26, 2020**  
**Course Syllabus**

**Location:** Online  
**Instructor:** Dr. Chien Wen Yu  
**Email:** [cyu@bridgew.edu](mailto:cyu@bridgew.edu)  
**Class Credits:** 3 credits  
**Office:** HRG101C

**Required Textbook:** Connect Access Card for Dhruv Grewal & Michael Levy (2020), M: Marketing, 6<sup>th</sup> Edition. New York: McGraw-Hill (ebook). Registration for Connect (registration instructions on Blackboard under Course Content), \$125.00

**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.

**Learning Outcomes:** By taking the course, students should be able to achieve the following:

1. Understand the challenges and opportunities of marketing in Today's economy.
2. Apply the marketing terms, concepts, models and 4 Ps to analysis of real cases and business situations.

3. Understanding the importance of corporate social responsibility, marketing ethics, sustainability, and globalization in marketing.
4. Communicate clearly and professionally in business presentations, reports, meetings and conversations.

**Course Format:** Online and Blackboard under Course Content

**Course Grading:** Five Exams and One Marketing Plan

Part One Exam -----20%  
 Part Two Exam -----20%  
 Part Three Exam ---20%  
 Part Four Exam ---- 20%  
 Part Five Exam -----20%  
**Total Exams -----100%**

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
<b>D</b>	<b>Poor</b>	<b>1.0</b>	<b>65-69</b>
F	Failure	0.0	0-64

**Course Requirements:** Students are expected to finish all the homework assignments, quizzes and exams. Due dates (deadlines) are strictly observed. Please plan your time accordingly.

Week	Reading Assignment	Assignments and Quiz
1 May 25-29	Chapters 1, 2, 3, 4 1. Overview of Marketing 2. Developing Marketing Strategies and a Marketing Plan 3. Social and Mobile Marketing 4. Conscious Marketing, Corporate Social Responsibility, and Ethics	LearnSmart LS, Application Exercises, Quiz and Test
1 May 29	Part One Exam: Chapters 1, 2, 3, 4 <b>Due Date: May 29, 2020, 11:59pm EDT</b>	
1-2	Chapters 5, 6, 7, 8	LearnSmart LS,

Week	Reading Assignment	Assignments and Quiz
Jun 1- Jun 5	<ul style="list-style-type: none"> <li>5. Analyzing the Marketing Environment</li> <li>6. Consumer Behavior</li> <li>7. Business-to-Business Marketing</li> <li>8. Global Marketing</li> </ul>	Application Exercises, Quiz and Test
2 Jun 5	Part Two Exam: Chapters 5, 6, 7, 8 <b>Due Date: June 5, 2020, 11:59pm EDT</b>	
2-3 Jun 8- Jun 12	Chapters 9, 10, 11, 12 <ul style="list-style-type: none"> <li>9. Segmentation, Targeting and Positioning</li> <li>10. Marketing Research</li> <li>11. Product, Branding and Packaging Decisions</li> <li>12. Developing New Products</li> </ul>	LearnSmart LS, Application Exercises, Quiz and Test
3 Jun 12	Part Three Exam: Chapters 9, 10, 11, 12 <b>Due Date: Jun 12, 2020, 11:59pm EDT</b>	
3-4 Jun 15-19	Chapters 13, 14, 15, 16 <ul style="list-style-type: none"> <li>13. Services: The Intangible Product</li> <li>14. Pricing Concepts for Establishing Value</li> <li>15. Supply Chain and Channel Management</li> <li>16. Retailing and Omnichannel marketing</li> </ul>	LearnSmart LS, Application Exercises, Quiz and Test
4 June 19	Part Four Exam: Chapters 13, 14, 15, 16 <b>Due Date: June 19, 2020, 11:59pm EDT</b>	
4-5 Jun 22-26	Chapters 17, 18, 19 <ul style="list-style-type: none"> <li>17. Integrated Marketing Communications</li> <li>18. Advertising, Public Relations, and Sales Promotions</li> <li>19. Personal Selling and Sales Management</li> </ul>	LearnSmart LS, Application Exercises, Quiz and Test
5 Jun 26	Part Five Exam: Chapters 17, 18, 19 <b>Due Date: June 26, 2020, 11:59pm EDT</b>	