

Bridgewater State University
Marketing Management/Strategy
MGMT 494
May 25 – June 26, 2020
Course Syllabus

Location: Online
Classroom: Harrington Hall, HRG214
Instructor: Yu, Chien Wen
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Office: HRG101C
Class Credits: 3 credits

Required Textbook: Connect Access Card for Marketing Management. ISBN: 9781260157789. Registration for Connect (registration instructions on Blackboard under Course Content), \$125.00

Course Description: The principles of formulating a marketing program are taught in this course. The course also demonstrates how and why marketing programs are affected by the marketing forces that bear down on the firm while remaining consistent with the needs of the target market segment.

Course Objectives: The course is concerned with strategic market management/strategic planning. The focus is on strategic decisions that have long-term impact on the organization and are difficult and costly to reverse. The strategic decision-making process is supported by an analysis of the organization's external environment and an internal self-analysis of the organization.

1. Identify and address key strategic management models through reading chapters and doing assignments.
2. Understand and work with a set of useful and important concepts such as mission, objective, strategic group, sustainable competitive strategy, risk, key success factors, strategic opportunity or threat, strategic strength, weakness or problem, strategic question, product market, segmentation, industry structure, positioning, experience curve, portfolio analysis and scenarios.
3. Learn to work independently, think more critically, communicate more effectively, and become enthusiastic about the concept of life-long learning.

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

1. Understand challenges and opportunities of marketing in Today's economy.
2. Explain strategic planning process and marketing plan structure.

3. Identify source of marketing information and conduct situation analysis (internal, external and customer environments) and competitive analysis.
4. Explain consumer buying process and segmentation strategy.
5. Understand 4 P's, supply chain and IMC strategy.
6. Explain brand value, differentiation, product life cycle and positioning.
7. Describe challenges of being ethical and socially responsible in marketing program, and connection to strategic planning.
8. Understand the critical role of marketing implementation and control in the strategic planning process.
9. Describe how the marketing program can be leveraged as a whole to deliver quality, value and satisfaction to customers.

Course Format: Online and Blackboard under Course Content

Course Grading: Five Exams and One Marketing Plan

Part One Exam -----15%
 Part Two Exam -----15%
 Part Three Exam ---15%
 Part Four Exam ---- 15%
 Part Five Exam -----15%

MARKETING PLAN (25%): You should follow the Marketing Plan outline after Chapter 3 of the textbook. You may select a company that you are familiar with to analyze. You will submit a written marketing plan 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.

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 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 1. Marketing in Today's Business Milieu 2. Marketing Foundations: Global, Ethical, Sustainable 3. Elements of Marketing Strategy, Planning, and Competition	LearnSmart LS, Interactive Applications, Quiz in each chapter
1 May 29	Part One Exam: Chapters 1, 2 & 3 Due Date: May 29, 2020, 11:59pm EDT	
1-2 Jun 1- Jun 5	Chapters 4, 5, 6 & 7 4. Marketing Research Essentials 5. CRM, Big Data, and Marketing Analytics 6. Understand Consumer and Business Markets 7. Segmentation, Target Marketing, and Positioning	LearnSmart LS, Interactive Applications, Quiz in each chapter
2 Jun 5	Part Two Exam: Chapters 4, 5, 6 & 7 Due Date: June 5, 2020, 11:59pm EDT	
2-3 Jun 8 Jun 12	Chapters 8, 9 & 10 8. Product Strategy and New Product Development 9. Build the Brand 10. Service as the Core Offering	LearnSmart LS, Interactive Applications, Quiz in each chapter
3 Jun 12	Part Three Exam: Chapters 8, 9 & 10 Due Date: June 12, 2020, 11:59pm EDT	
3-4 Jun 15-19	Chapters 11 & 12 11. Manage Pricing Decisions 12. Manage Marketing Channels, Logistics, and Supply Chain	LearnSmart LS, Interactive Applications, Quiz in each chapter
4 Jun 19	Part Four Exam: Chapters 11 & 12 Due Date: June 19, 2020, 11:59pm EDT	
4-5 Jun 22-26	Chapters 13 & 14 13. Promotion Essentials: Digital and Social Media Marketing 14. Promotion Essentials: Legacy Approaches	LearnSmart LS, Interactive Applications, Quiz in each chapter
5 Jun 26	Part Five Exam: Chapters 13 & 14 Due Date: June 26, 2020, 11:59pm EDT Marketing Plan Due Date: June 26, 2020	