



**Bridgewater State University**  
**MGMT 494 Marketing Management/Strategy**  
**December 28, 2020 – January 22, 2021**  
**Course Syllabus**

**Course Credits:** 3

**Instructor:** Dr. Chien Wen Yu

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**Office Phone:** 508-531-1469

**Office Hours:** By appointment & Online

**Class Time:** Monday-Friday (Zoom or Zoom Recording)

**Required Textbook:** Connect Access Card for Marketing Management. ISBN: 9781260157789. Registration and fee of \$125 for Connect (registration instructions on Blackboard under Course Content) is required.

**McGraw-Hill Connect:** McGraw-Hill's Connect is a web-based assignment and assessment solution required for this course. Please click "Student Orientation to Connect/Smart Book" link in Blackboard under Course Content. If you have any issues while registering or using Connect, please contact McGraw-Hill's CARE team through <http://www.mhhe.com/support>.

**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 and marketing analytics.
3. Learn to work independently and in teams, 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 to deliver quality, value and satisfaction to customers.

**Course Grading:**

EXAMS (50%): Four exams are scheduled for this summer course. Each exam will start at the beginning of the day and finish at the end of the day on the due date. You can take the exam at your own convenience.

1. Part One Exam (Chapters 1, 2 & 3)
2. Part Two Exam (Chapters 4, 5, 6 & 7)
3. Part Three Exam (Chapters 8, 9 & 10)
4. Part Four Exam (Chapters 11 & 12)

ASSIGNMENTS (25%): LearnSmart exercise is an adaptive study tool proven to strengthen memory recall, increase class retention, and boost grades. Interactive Applications stimulate critical thinking and reinforce key concepts, and students receive immediate feedback and can track their progress in their own report.

Quizzes will each cover specific chapters and prepare students for the scheduled exams. Daily homework assignments will help you prepare for the exams.

1. Learn Smart Exercises
2. Interactive Applications
3. Quizzes

MARKETING PLAN PRESENTATION AND PAPER (25%): Students will work in teams and prepare a marketing plan. Each team is composed of 3 students who share tasks of the marketing plan project. The project includes a paper written in a Word document

format (10 pages double spaced 12 Font) and a PowerPoint presentation (10-15 slides). The team will make a group presentation for 10 minutes during the last week of class. You should follow the Marketing Plan outline after Chapter 3 of the textbook. There are also online Marketing Plan Prep Exercises and guidelines. The online Marketing Plan Prep Exercises in Blackboard are optional and not required of completion for grade. You can create or find a unique, interesting and innovative company that you are familiar with to analyze and write the marketing plan for. You can submit the written marketing plan paper and PowerPoint presentation through submission tab under Course Content at the end of the course. **MARKETING RESEARCH** is critical to this project.

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 Format and Requirements:** This course is a comprehensive online course via Blackboard, McGraw-Hill Connect and Zoom. It requires time and effort as well as self-discipline and self-motivation of every student to accomplish the course. Course syllabus is under Syllabus and exams/assignments are under are Course Content in Blackboard. Students are expected to finish all the homework assignments, quizzes and exams. Due dates (deadlines) are strictly observed. Please plan your time accordingly.

**Discussion Forum:** If you have any questions and ideas, you are advised to contact your class peer mentor first. You can also contact me at [cyu@bridgew.edu](mailto:cyu@bridgew.edu). We have the Discussion Forum for public concern.

**Orientation Meeting (Zoom):** We will start our first class and orientation meeting over Zoom Conference Technology on December 28, 2020 9:00pm EDT in the US. If our Zoom meeting is disrupted by internet or other reasons, please wait a few minutes for internet reconnection to continue the meeting.

**Marketing Plan Proposal Presentation (Zoom):** Each marketing plan group will work together and give a 5 minutes PowerPoint presentation (3-5 slides) on the following points:

1. Company and marketing plan introduction
2. Team members

3. Tasks of each member
4. Schedule of accomplishing the tasks

Week	Class & Reading Assignments	Daily Homework Assignments & Tasks
1 Dec 28	<b>Orientation Meeting (Zoom)</b> <b>9:00 pm EDT in US, December 28, 2020</b>	
1-2 Dec 29- Jan 1	<b>Lecture: Tuesday/Thursday 9:00-11:00pm</b> <b>(Zoom or Zoom Recording)</b> Chapters 1, 2, & 3 <ol style="list-style-type: none"> <li>1. Marketing in Today's Business Milieu</li> <li>2. Marketing Foundations: Global, Ethical, Sustainable</li> <li>3. Elements of Marketing Strategy, Planning, and Competition</li> </ol>	Chapters 1, 2 & 3 LearnSmart LS, Interactive Applications, Quizzes
2 Jan 1	Part One Exam: Chapters 1, 2 & 3 <b>Due Date: January 1, 2021 11:59pm EDT</b>	
2-3 Jan 2-8	<b>Lecture: Tuesday/Thursday 9:00-11:00pm</b> <b>(Zoom or Zoom Recording)</b> Chapters 4, 5, 6 & 7 <ol style="list-style-type: none"> <li>4. Marketing Research Essentials</li> <li>5. CRM, Big Data, and Marketing Analytics</li> <li>6. Understand Consumer and Business Markets</li> <li>7. Segmentation, Target Marketing, and Positioning</li> </ol>	Chapters 4, 5, 6 & 7 LearnSmart LS, Interactive Applications, Quizzes
3 Jan 8	Part Two Exam: Chapters 4, 5, 6 & 7 <b>Due Date: January 8, 2021 11:59pm EDT</b>	
3-4 Jan 9-15	<b>Lecture &amp; Marketing Plan Proposal</b> <b>Presentation: Tuesday 9:00-11:00pm</b> <b>(Zoom)</b> <b>Lecture: Thursday 9:00-11:00pm</b> <b>(Zoom or Zoom Recording)</b> Chapters 8, 9 & 10 <ol style="list-style-type: none"> <li>8. Product Strategy and New Product Development</li> <li>9. Build the Brand</li> <li>10. Service as the Core Offering</li> </ol>	Chapters 8, 9 & 10 LearnSmart LS, Interactive Applications, Quizzes
Jan 15	Part Three Exam: Chapters 8, 9 & 10 <b>Due Date: January 15, 2021 11:59pm EDT</b>	
4-5 Jan 16-22	<b>Lecture &amp; Marketing Plan Group</b> <b>Presentation: Tuesday/Thursday</b> <b>9:00-11:00pm</b>	Chapters 11 & 12 LearnSmart LS, Interactive Applications,

Week	Class & Reading Assignments	Daily Homework Assignments & Tasks
	<b>(Zoom or Zoom Recording)</b> Chapters 11 & 12 11. Manage Pricing Decisions 12. Manage Marketing Channels, Logistics, and Supply Chain	Quizzes
5 Jan 19	Part Four Exam: Chapters 11 & 12 <b>Due Date: January 19, 2021 11:59pm EDT</b>	
5 Jan 21-22	<b>Marketing Plan Group Presentation (Zoom)</b> <b>Due Date: January 21, 2021</b> Final Paper <b>Due Date: January 22, 2021</b> Early paper submission is encouraged.	