

Bridgewater State University

Syllabus Summer 2019

MGMT 494-FRB

Marketing Management/Strategy

May 27 – June 21, 2019

Time: Monday-Friday, 3:20-5:20
Instructor: Dr. Chien Wen Yu
Email: cyu@bridgew.edu
WeChat: chienwenyu
Cell: (86)13681452139 China, 1-860-884-4777 US
Class Credits: 3 credits
Class hours: 40 class hours (2 class hours each day)

Required Textbook: O. C. Ferrell & Michael D. Hartline, *Marketing Strategy*, Sixth Edition (with cases), 2014, South-Western Cengage Learning, ISBN 13: 978-1-285-18123-3, ISBN 10: 1-285-18123-9

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 case presentations and discussions.
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 through class participation and assessment of mid-term and final examinations.

3. Learn to work cooperatively in teams, think more critically, communicate more effectively, and become enthusiastic about the concept of life-long learning through group presentations and exercises.

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. Learn SWOT Analysis, Blue Ocean Strategy, Strategy Canvas and Four Actions Framework.
5. Explain consumer buying process and segmentation strategy.
6. Understand 4 P's, supply chain and IMC strategy.
7. Explain brand value, differentiation, product life cycle and positioning.
8. Describe challenges of being ethical and socially responsible in marketing program, and connection to strategic planning.
9. Understand the critical role of marketing implementation and control in the strategic planning process.
10. Describe how the marketing program can be leveraged as a whole to deliver quality, value and satisfaction to customers.

Course Format: The Marketing Strategy course will be conducted as a lecture/senior seminar. The course will be designed to maximize your learning through the application of marketing strategy concepts and the development of critical thinking. Comprehensive marketing strategy cases 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.

Case analysis provides a major vehicle for applying marketing concepts and theories. Case analysis requires critical evaluation (including interpretation) of both facts and logic to allow effective case discussions. Cases also require that students be prepared and actively involved (communication) in class discussions. Cases allow us to learn about company situations and predicaments.

This format allows for maximum student involvement and interest. However, all students must be prepared for each class to make this form of learning work. My role as your professor is to ask questions that will help you generate ideas that lead to problem solutions. Your role is to identify problems, develop strategies, select strategies, plan for implementation through the integration of strategic methodology and tools, think critically and ask me and, more importantly, ask your classmates questions. If you are prepared before class and participate during class you will be more likely to understand and be able to use the strategic planning process. If you are unwilling to take on these responsibilities you are probably wasting your time in taking this class. **Come to class prepared!**

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 a case at the end of each chapter of 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 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 issues. 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 Strategy Issue (20%): 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 form. Extra credit will be given to those who will participate in the BSU Mid-Year Symposium and make the extra presentation.

Guidelines for Group Project

1. Case summary

2. SWOT analysis
3. Market segmentation
4. Strategy canvas
5. Four actions framework
6. Strategy alternatives
7. Strategy recommendations
8. Implementations
9. Citations/References

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.

Marketing Strategy Issue Proposal: Before the Midterm Examination, each group will give one page proposal and 5 minute presentation and report to class on the following:

10. Introduction of Marketing Strategy Issue
11. Team members
12. Tasks of each member
13. Time table of accomplishing the tasks

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
1 5/27	Course and Student Introductions Chapter 1: Marketing in Today's Economy Learning Outcome: Understand challenges and	

Week	Reading Assignment	Reading & Case Studies
	opportunities of marketing in Today's economy.	
1 5/28	Continuation of Chapter 1: Marketing in Today's Economy Chapter 2: Strategic Marketing Planning Case Presentation and Discussion Learning Outcome: Explain strategic planning process and marketing plan structure.	Case 2: Apple
1 5/29	Continuation of Chapter 2: Strategic Marketing Planning	Case 16: Gillette
1 5/30	Chapter 3: Collecting and Analyzing Marketing Information Case Presentation and Discussion Learning Outcome: Identify source of marketing information and conduct situation analysis (internal, external and customer environments) and competitive analysis.	Case 19: Starbucks
1 5/31	Chapter 4: Developing Competitive Advantage and Strategic Focus Case Presentation and Discussion Learning Outcome: Learn SWOT Analysis, Blue Ocean Strategy, Strategy Canvas and Four Actions Framework.	Case 18: Sushilicious
2 6/3	Continuation of Chapter 4: Developing Competitive Advantage and Strategic Focus	Case 7: Mistine
2 6/4	Chapter 5: Customers, Segmentation, and Target Marketing Case Presentation and Discussion Learning Outcome: Explain consumer buying process and segmentation strategy.	Case 17: IKEA
2 6/5	Continuation of Chapter 5: Customers, Segmentation, and Target Marketing Case Presentation and Discussion	Case 15: Netflix Case 20: Groupon
2 6/6	Case Presentation Group Project Proposal Presentations	Case 9: Chevrolet
2 6/7	Midterm Exam	
3 6/10	Chapter 6: The Marketing Program Case Presentation and Discussion Learning Outcome: Understand 4 P's, supply chain and IMC strategy.	Case 1: USA Today
3 6/11	Continuation of Chapter 6: The Marketing Program Case Presentation and Discussion	Case 4: New Belgium Brewing (A) Case 5: (B)
3 6/12	Chapter 7: Branding and Positioning Case Presentation and Discussion	Case 10: Wyndham

Week	Reading Assignment	Reading & Case Studies
	Learning Outcome: Explain brand value, differentiation, product life cycle and positioning.	
3 6/13	Continuation of Chapter 7: Branding and Positioning Case Presentation and Discussion	Case 13: Zappos
3 6/14	Chapter 8: Ethics and Social Responsibility in Marketing Strategy Case Presentation and Discussion Learning Outcome: Describe challenges of being ethical and socially responsible in marketing program, and connection to strategic planning.	Case 11: NASCAR Case 12: IndyCar
4 6/17	Chapter 9: Marketing Implementation and Control Learning Outcome: Understand the critical role of marketing implementation and control in the strategic planning process.	Case 3: Monsanto Case 6: Mattel
4 6/18	Chapter 10: Developing and Maintaining Long-Term Customer Relationships Learning Outcome: Describe how the marketing program can be leveraged as a whole to deliver quality, value and satisfaction to customers.	Case 8: BP
4 6/19	Group Presentations on Marketing Strategy Issue	
4 6/20	Final Exam	
4 6/21	Course Review and Graduation	