

Bridgewater State University
2019 Summer Program
MGMT 200 Marketing Principles
Course Outline

Instructor: William F. O'Brien

Email address: w2obrien@bridgew.edu

Classroom: TBD

Class Dates: May 27, 2019-June 21, 2019

Class Time: Monday thru Friday—13:30 to 15:20 each day

Text: "M Marketing" 6th edition by Grewal & Levy

ISBN: 978-1-259-92403-3 (hard copy for rent)

ISBN: 978-126-050-1995 (e book rental)

Publisher: McGraw Hill

Office Hours: 12:30 each day—please let me know in advance to arrange a place to meet

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 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 technologic

forces upon the marketing manager; and the structure and placement of the marketing organization presented through lecture, case study and projects.

Course Outcomes: at the completion of the course, students should be

- able to:**
- describe the marketing mix functions
 - describe the fit between marketing and other corporate functions
 - describe the major elements of marketing research
 - segment both consumer & business markets
 - demonstrate an understanding of the external and internal forces impacting marketing
 - demonstrate an understanding of the various ‘tools’ that can be used as part of an integrated communications plan
 - describe the various pricing strategies

Policies

This course will comply with all University Policies and Academic Policies. Students are encouraged to read the University’s Policies, which can be found on the School’s web site.

Students will be expected to come to class prepared with assignments completed, including reading the text material, and ready to engage in class discussion. In every class, students will also be expected to be prepared to discuss relevant contemporary topics such as: marketing programs/initiatives by their employer or a company in the news, including their evaluation of these initiatives; regulatory/legal/political issues which could impact

marketing programs; ethical issues in marketing. When absent from class, students will be expected to access class notes and the material covered and if they have questions, bring them to the Instructor during Office Hours.

All assignments (papers, Quizzes, Exams etc.) are due on the date specified in the Class Schedule. Assignments not completed on time may not be graded. If an assignment cannot be completed on time due to unusual circumstances, the student should contact the instructor before the due date, discuss the circumstances and it will be at the instructor's discretion if an alternative due date is provided. Situations related to health will require a note from a doctor indicating the student could not attend class on a given day.

Attendance will be taken and class participation will be graded.

Arriving late is disruptive and students are encouraged to be punctual.

With the exception of devices for note taking, all electronic devices should be turned-off during class.

No food or drinks should be taken during class.

Student Resources:

Presentation material/Power Points and a 'soft' copy of the Syllabus and other documents used in the course can be found on BSU Blackboard.

The text used in the course is: “M: Marketing” by Grewal & Levy, 6th edition, McGraw-Hill publisher.

Students can access the Instructor between class meetings via BSU email. The Instructor will make announcements etc. between classes via BSU email and by Announcements on BSU Blackboard. Students are encouraged to periodically check their BSU email and Blackboard for messages. The Instructor may also make changes to this Syllabus, which will be announced in class and/or by Announcements on Blackboard.

The Instructor will cover the various topics/chapters in the text with varying degrees of depth; however, students are responsible for all of the material in the text, power point slides and lecture material.

Course Requirements and Grading:

Class Participation:	10%
Quizzes (2) @ 10% each	20%
Midterm & Final Exam	50% (25% each)
Apple Paper	20%

There will be two quizzes during the course. The quizzes will be multiple choice in format.

The Midterm and Final exams will be short essay in format.

Students will prepare a typed paper (Apple Paper) tracing the history of Apple, Inc. in Marketing Terms. For example, specifics regarding the establishment and evolution of the brand and how they established and modified their marketing strategy by adjusting the brand/marketing mix (4Ps) over time. For example, from the outset Apple priced their offerings at a premium and used a proprietary operating system (pricing & product).

In addition to identifying the specific points (brand;4Ps) in the company's evolution, students should evaluate the various changes to their marketing (strategy)over time and the impact on those changes on Company results.

The paper should be printed for submission to the Instructor on the date specified under Class Schedule.

Finally, the Paper should contain a comprehensive bibliography.

Scoring

A 94-100

A- 90-93

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 64-66

D- 60-63

F below 60

Class Schedule and Assignments

Week of May 27th

Review the Syllabus

Chapter 1-Overview of Marketing

Chapter 2-Developing Marketing Strategies

Chapter 3-Social and Mobile Marketing

Chapter 4-Conscious Marketing (class discussion only)

Chapter 5-Analyzing the Marketing Environment

Week of June 3rd

Quiz #1 Monday (Chapters 1-5), June 3rd

Class discussion of the ‘Apple Paper’—students should come prepared with specific questions

Chapter 6-Consumer Behavior

Chapter 7-Business to Business Marketing

Chapter 8-Global Marketing

Chapter 9—Segmentation, Targeting and Positioning

Review for Midterm Exam on Friday

Week of June 10th

Midterm Exam on Monday (Chapters 1-8), June 10th

Chapter 11-Product, Branding and Packaging Decisions

Chapter 12-Developing New Products

Chapter 13-Services: The Intangible Product

Chapter 14-Pricing Concepts

Quiz #2 (Chapters 10-14) on Friday, June 14th

Review for Final Exam on Friday

Week of June 17th

Printed copies of the Apple paper are due on Monday, June 17th

Class Discussion of Chapter 10

Chapter 17-Integrated Marketing Communications

Chapter 18-Advertising, Public Relations & Sales Promotions

Final Exam on Wednesday (Chapters 10-14), June 19th

Thursday: Class Discussion of Chapters 15,16,19)

Friday: Class Discussion of Apple Papers

I look forward to working with you.