

**Bethesda University of California**  
**Syllabus of MBA-503, “Marketing Management”**

**3 Semester Units / 3 Hours**

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**Fall: 8-24-2015 to 12-07-2015, every Monday, 4:00pm – 6:30pm**

**1. Relationship Of Course To Bethesda University’s Mission:**

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society. This course serves focuses on organizational management as a component of the business education required to fulfill the broader mission of Bethesda University.

**2. Course Description:**

This course emphasizes students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow. Available with InfoTrac® Student Collections <http://gocengage.com/infotrac>.

**3. Course Objectives:**

After completing this course students should be able to understand and define:

- Marketing and marketing theory
- Strategy, marketing design and effectiveness
- Fundamentals of marketing structure
- External environment to marketing
- Designing marketing for the international environment
- Marketing and marketing service technologies
- Using information technology for control and coordination
- Marketing size, life cycle, and decline
- Marketing culture and ethical values
- Decision-making processes of marketing operation
- Conflict, power and politics in marketing
- Comprehensive marketing plan

4. **Course Prerequisite:**  
Please contact the administration department for information.

5. **Text books:**

**Required Textbook:**

“Marketing Strategy, Text and Cases”, 6<sup>th</sup> edition, by O.C. Farrell and Michael Hartline  
ISBN-13: 978-1-285-07304-0, Price: Print version; \$270, E-book; \$80, 624 pages, 2014  
Publisher: Course Technology, 800-648-7450

**Reference Books:**

“Small Business Management, Entrepreneurship and Beyond”, 6<sup>th</sup> Edition,  
by Timothy S. Hatten, 2016

Publisher: Course Technology, ISBN: 978-1-285-56638-3

Price: Hard Cover: \$326.95, eText: \$162.99

“Marketing Management”, 1<sup>st</sup> edition, by Dawn Iacobucci, 2015, ISBN: 978-1-285-42995-3

Price: Hard Cover: \$187, E-Text: \$56

Where to buy books: [WWW.CengageBrain.com](http://WWW.CengageBrain.com) and type your ISBN No.

6. **Homework and projects:**

Groups will be formed for “research projects” at the first meeting of the class.

7. **Course Schedule:**

From 8-24-15 to 12-07-15 for 15 weeks, Monday at 4:00pm – 6:30pm

Wk	Date	Ch	Chapter Topics	Chapter Learning Objectives	Tests
1	08/24	1	Marketing in Today's Economy	<b>Part 1: SETTING THE STAGE FOR MARKETING STRATEGY</b> Basic marketing functions and strategy, Major challenges and opportunities that exist in planning marketing strategy in today's economy.	
2	08/31	2	Strategic Marketing Planning	The Strategic Planning Process Marketing Plan, Financial planning	
3	09/07	3	Collecting and Analyzing Marketing Information.	<b>Part 2: DISCOVERING MARKET OPPORTUNITIES</b> Conducting a Situation Analysis Internal Environment, Customer Environment, External Environment, Collecting Marketing Data and Information	
4	09/14	4	Developing Competitive Advantage and Strategic Focus	SWOT-Driven Strategic Planning Developing and Leveraging Competitive Advantages	Quiz 1
5	09/21	5	Customers, Segmentation, and Target Marketing.	<b>Part 3: DEVELOPING MARKETING STRATEGY</b> Buyer Behavior in Consumer Markets and Business Markets, Market Segmentation, Identifying Market Segments	

6	09/28	6	The Marketing Program	Product, Pricing Strategy, Supply Chain Strategy Integrated Marketing Communications, Advertising	
7	10/05	7	. Branding and Positioning..	<b>Part 4: PUTTING STRATEGY INTO ACTION</b> Strategic Issues in Branding Differentiation and Positioning Managing Brands over Time	Mid-Term
8	10/12	8	Ethics and Social Responsibility in Marketing Strategy	Ethics and Social Responsibility in Marketing Strategy, Ethical Issues in the Marketing Program, Managing and Controlling Ethical Issues, Relationship to Marketing and Financial Performance	
9	10/19	9	. Marketing Implementation and Control.	Strategic Issues in Marketing Implementation Approaches to Marketing Implementation Internal Marketing and Marketing Implement Evaluating and Controlling Marketing Activities	
10	10/26	10	Developing and Maintaining Long-Term Customer Relationships	Managing Customer Relationships Quality and Value Customer Satisfaction	
11	11/02		USA Today: Innovation in an Evolving Industry	<b>Part 5: CASES</b> Each research project team will work independently on the following cases	Quiz 2
12	11/02		Apple's Winning Marketing Strategy		
13	11/16		IKEA Slowly Expands Its U.S. Market Presence		
14	11/23		<b>Thanksgiving Holiday, No Class</b>		
15	11/30		. Mattel Confronts Its Marketing Challenges		
16	12/07		Final Exam		

## 8. Additional Cases for Research Projects:

1. USA Today: Innovation in an Evolving Industry.
2. Apple's Strategy.
3. Monsanto Balances the Interests of Multiple Stakeholders.
4. New Belgium Brewing (A): Gaining Competitive Advantage Through Socially Responsible Marketing.
5. New Belgium Brewing (B): Developing a Brand Personality.
6. Mattel Confronts Its Marketing Challenges.
7. Mistine: Direct Selling in the Thai Cosmetics Market.
8. BP Struggles to Repair Its Tarnished Reputation

9. Chevrolet: 100 Years of Product Innovation.
10. Wyndham Worldwide Adopts a Stakeholder Orientation Marketing Strategy.
11. NASCAR: Can't Keep a Good Brand Down.
12. IndyCar: Seeking a Return to Motorsports' Fast Lane.
13. Zappos: Delivering Happiness.
14. Sigma Marketing: Strategic Marketing Adaptation.
15. Netflix Fights to Stay Ahead of a Rapidly Changing Market.
16. Gillette: Why Innovation May Not Be Enough.
17. IKEA Slowly Expands Its U.S. Market Presence.
18. IVEY: Sushilicious: Standing Out in a Crowded Field.
19. IVEY: Trouble Brews at Starbucks.
20. IVEY: Groupon

**TOOLS FOR DEVELOPING A MARKETING PLAN.**

Appendix A: Marketing Plan Worksheets.

**5. Grading System:**

Quiz 1	10%
Quiz 2	10%
Mid-term	15%
Homework	10%
Attendance	5%
Class Participation	5%
Research Project	25%
Final Exam	20%
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<b>Total</b>	<b>100%</b>
<b>Grades</b>	<b>Points</b>
<b>A</b>	<b>91 – 100</b>
<b>B</b>	<b>81 – 90</b>
<b>C</b>	<b>71 – 80</b>
<b>D</b>	<b>61 – 70</b>
<b>F</b>	<b>Below 60</b>

**This syllabus may be changed or updated without a prior written notice.**