

**IMBA PROGRAM**  
**COLLEGE OF COMMERCE**  
**NATIONAL CHENGCHI UNIVERSITY**  
**Marketing Management**  
**SPRING 2017**

**A. Instructor:** Professor Glen H. Brodowsky  
email: [glenbrod@csusm.edu](mailto:glenbrod@csusm.edu)

**Class Hours:** Friday March 3, March 17 19:10-22:00  
Saturday, February 18, 25, March 4, 11, 18 9:00-17:00

**Office Hours:** Friday 18:00-19:00

**B. Books**

Textbook: Kerin, Roger A. and Robert A. Peterson, "Strategic Marketing Problems: Cases and Comments"

**C. Course Objectives**

Students completing this course successfully will be able to:

1. Explain the elements of the marketing mix and how work together to create effective positioning.
2. Apply strategic marketing planning tools
3. Use marketing metrics to analyze strategic marketing decisions

**D. Grading Policy**

Since marketing involves the management of a system of exchange of equal value between two parties, I am willing to exchange excellent grades for excellent work. Your work will be evaluated in terms of substantive content as well as the quality of presentation. I will be grading your work based upon your ability to clearly demonstrate that you understand the concepts presented in class. The following weights will be assigned to the below-listed components of the course:

Group Case Analysis	200 Points
Group Presentation	200 Points
Marketing Math Homework	150 Points
Individual Case Briefs	150 Points
<u>Final Exam</u>	<u>300 Points</u>
Total	1,000 points

**ACADEMIC HONESTY IS EXPECTED.**  
**PLAGIARIZED WORK WILL RESULT IN A GRADE OF ZERO.**

## E. Important Notes and Policies

### Written Work:

In terms of writing, you will be responsible for one group case analysis and three individual case briefs. You will be judged as much for the quality of your written work as for the substantive content therein. If you have problems with writing, please see me for help. This is an excellent chance for you to hone your writing skills for use in your business career. Take advantage of it. I emphasize that neatness, good grammar, and spelling all count in your written work. All assignments are to be typed, double-spaced, with 1-inch margins on all sides. Font size should be at least 11 point (this document is written in 11-point). Remember, late work is not acceptable to your boss, nor will it be acceptable in our class.

### Timeliness:

Late work is unacceptable. If you cannot meet a deadline, you must see me at least one week in advance of the due date so that alternative arrangements can be made.

### Attendance:

Your attendance in class is expected. Poor attendance will result in poor grades. Remember, you will be graded on class participation and you cannot participate if you are not present.

## CLASS SCHEDULE

#	Date	Content	Text	Reading	Case
1.	2/18	Introduction to Marketing Marketing Math Strategic Planning, Consumer Behavior Case Analysis	K&P	1-2,4	
2.	2/25	Product and Services Strategies/Branding	K&P	3	
3.	3 /3 (F)	Integrated Marketing Communications Advertising and Promotion			1. Jones Blair
4.	3 /4	Integrated Marketing Communications Advertising and Promotion	K&P	5	2. Shoes for Moos 3. Dr. Pepper 7-Up
5.	3/11	Supply Chain Distribution Strategies Pricing	K&P	6	4. Qingdao Haier 5. Cadbury
6.	3/17 F	Marketing through the Product Life Cycle Marketing Control	K&P	7	6. Godiva Europe
7.	3/18	Wrap up and Final Quiz	K&P	8	7: CUTCO 8. Good Year Tire

