

Fall 2023

MRKT 632-101: Strategic Mrkt Management

Gulhan Bizel

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Marketing Management
MRKT 632 101
Fall 2023

Instructor: Gulhan Bazel, Ph.D.

Email: gb353@njit.edu

Class Time & Location: 6 – 8:50 pm Tuesdays , [FMH 308](#)

Office Hours: Tuesdays 3 - 5 pm (virtual)

Course Overview

As technology continuously transforms products and business models and provides new competitive advantages that firms can capitalize on, this course introduces the marketing challenges of firms in the hyper-competitive environment. It provides students with an overview of marketing strategies: pricing, product, promotion, and place. Ethical issues are discussed as well as other course concepts using case analysis, videos, class discussion, and term projects.

Recommended Text

This course uses the digital “Marketing Management Today” courseware, which includes a textbook and its accompanying resources. The courseware can be accessed at <http://home.stukent.com>. The course will also use an online simulation called “Mimic Marketing Management,” which can be accessed from the same website.

Learning Outcomes

1. Demonstrate the ability to build mathematical decision models for various types of business problems.
2. Demonstrate the ability to use spreadsheet and other software tools to solve decision models of typical business problems.
3. Be able to identify modeling and solution techniques most suitable to solve different classes of decision problems.
4. Demonstrate the knowledge of how to interpret and communicate the results of decision models.

Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

Goal	Outcome
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LG 1 – Develop an understanding of business concepts and problem solving	LO 1 - Our students will demonstrate knowledge in business concepts and an ability to apply these concepts to solve business problems
	LO 2 - Our students will demonstrate an ability to solve business problems using current technology
LG 2 - Interact Effectively in Teams	LO 1 - Our students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks
LG 3 - Acquire Technological Skills	LO 1 - Our students will demonstrate the ability to use technology for effective project management

Course Website

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (canvas.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

Projects (3 individual / 1 teamwork) -----	30%
Quizzes (11) -----	20%
Discussions & Simulations -----	10%
Mid-term -----	10%
Final Exam -----	30%
Total -----	100%

Provide an explanation of each assignment/assessment

Exams:

Two exams will be given in this course – one mid semester tests and one final. The final exam will be administered at a time and date designated by the University Registrar’s final exam schedule. The tests will focus primarily on the topics covered in class. The tests will seek to evaluate students’ understanding of concepts, problem formulation, interpretation of solutions, and derivation of managerial implications. Tests will be closed book and closed notes unless stated otherwise. Other than for health, emergencies and other serious circumstances beyond the student’s control, make-up tests will

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not be given. However, any person seeking a make-up test must show evidence to support his/her claim for not being able to take the test at the regularly scheduled time. Such evidence might be a doctor's report, obituary with the student listed as a survivor, or police report to name a few.

Projects:

Cases will focus on building and analyzing decision models to re-enforce the basic materials covered in the course. These case studies may require the use of word processing, spreadsheet, and other statistical software tools. Some case studies will be for class discussions in which all students are expected to participate. Case study assignments are due at their designated times given on the course moodle site. Lateness penalties will apply as appropriate for assignments submitted late. Some case studies may be done individually or in groups of no more than three students. Unless specified otherwise, case studies will be performed individually. Where group assignments are allowed, students are responsible for forming their own groups.

Quizzes

Quizzes will be used as part of the instruments for assessing class attendance and participation. No makeup quizzes will be given except for cases involving circumstances beyond a student's control such as university trip, job interview trips, deaths, and health related issues. In each case, supporting evidence from appropriate authorities will be required from the student.

Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

With less preparation and participation expect the grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart.** Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Late Assignments

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Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Email Etiquette

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. course name or course number) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not ‘given out’ by the professor; they are ‘earned’ by the student. So, make sure that you ‘earn’ a grade that you can live with.)

Academic Integrity

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. ***Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.*** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Accommodations

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific

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needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Classroom Policies

I will submit your assignments to Turnitin to check for plagiarism.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

The topics are tentative. Updates will be provided.

Week	Date	Topic	Recommended Reading	Notes/ Assignment
1	5-Sep	Introduction	Chapter 1	Quiz 1
2	12-Sep	Branding from the Customer Perspective	Chapter 2	Quiz 2
3	19-Sep	Branding from the Company Perspective	Chapter 3	
4	26-Sep	Branding from the Company Perspective	Chapter 3	Quiz 3 Project 1
5	3-Oct	Customers from the Customers Perspective	Chapter 4	Quiz 4 Sim Intro/Brand
6	10-Oct	Customers from the Company Perspective	Chapter 5	Quiz 5 Sim Mix/Customer
7	17-Oct	Products from the Customers Perspective	Chapter 6	Quiz 6 Midterm-Expert Session
8	24-Oct	Products from the Company Perspective	Chapter 7	Sim Strategy
9	31-Oct	Products from the Company Perspective	Chapter 7	Quiz 7 Project 2
10	7-Nov	Communications from the Customers Perspective	Chapter 8	Quiz 8 Sim Crisis
11	14-Nov	Communications from the Company Perspective	Chapter 9	Quiz 9 Project 3
	21-Nov	<i>No Classes</i>		
12	28-Nov	Technology from the Customer Perspective	Chapter 10	Quiz 10 Sim Position/Line
13	5-Dec	Technology from the Company Perspective	Chapter 11	Sim Budget

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14	12-Dec	Technology from the Company Perspective	Chapter 11	Quiz 11 Presentations
15	19-Dec	Final Preparation-Reading Day		
16	19-Dec	Final Exam starts		Final Exam

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