Principles of Marketing - MKTG 303/18 – Art/Design Building 2003 Wed 1:30 – 4:10 pm

Course Objectives: The objectives of this course are to

- Introduce students to the terminology, functions, institutions and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology.
- Span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through the development of a team-created rudimentary marketing plan.
- Explore careers available to marketing majors. For example see [http://www.marketingedge.org/students/marketing-careers-for-students?gclid=CPHRzuzMic4CFUMIfhgodWo0FMg](http://www.marketingedge.org/students/marketing-careers-for-students?gclid=CPHRzuzMic4CFUMIfhgodWo0FMg)

Text: *Marketing, 6/e*, Grewal & Levy. To take this course you must purchase and register the McGraw-Hill *Connect+* feature. See details below. You must also have access to the Internet with equipment that can support *LearnSmart and Blackboard.*

The Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hardback version in the GMU bookstore includes *Connect.* *Connect+* gives you Connect and the e-book so no hardbound book is required if you like using

The Essence of Marketing

Casual observation of popular culture – news, movies, theatre, blogs, etc. – creates seems to imply successful marketing is based on having a cool ad campaign. This view assumes consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 35 years out of date. Today’s networked, value-seeking consumer underscores the true character of successful marketing – assuring customer satisfaction by creating value (How do the features on your smart phone compare to others? How transparent are the terms of your credit card?). Capturing value (When do HOT Lane prices change? Why does cars.com ask for your ZIP code before price is revealed?), delivering value (Why did Disney drop Netflix?), and communicating value (Why did Capital One purchase the naming rights for the Verizon Center? What happens to advertising costs when firms use social media?) to targeted populations (What is the first time home buyer purchase motivation? What percentage of NASCAR followers are women? How does Facebook target you? What did it remove their ethnicity filters? How does Google follow your location?).

The reality is successful marketing practitioners translate consumers’ needs and preferences into products and services that add, capture, deliver and communicate unique value to selected audiences (See fourentertainment.com). Value creation is both easier and more challenging in a social media world. As consumers take center stage using interactive media their preferences become easier to track while expressing their concerns and seeking alternatives have never been easier. Organizations face higher standards of performance and greater competition for delivering value when competition is a one click away.

As consumers actively search for alternatives, express their experiences through social networks, and dispense and gather information and images through easy to access world-wide mobile media, the imperative for organizations to respond effectively to consumers and competition has never been greater. Consumer controlled media also challenge organizations’ abilities to define the meaning of their brands in a marketplace of information clutter, contest the relevance of traditional one-way channels in reaching target markets, and remind decision makers of the changing character of the information architecture that supports their brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated.

Based on that knowledge, marketing practitioners develop strategies that add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

In a networked economy, marketing success is constantly being redefined. Marketing success today is based on the breadth and depth of interactive product and communications architecture that competes in a mobile, global, multicultural, multilingual and multimedia electronic supermarket.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, competitive intelligence, marketing research, market segmentation and positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality, prices that mirror value, distribution that is easy to access, and communication that effectively portrays the brand’s value proposition - collectively delivering customer satisfaction to targeted populations.

Majoring in Marketing

The study of marketing prepares students for a broad range of domestic and international career options. Opportunities are strong in marketing as technology firms, government agencies, the non-profit sector, manufacturing and service providers advance their efforts to be market- and customer-value driven.

Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages and culture.
e-books. As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too.

Connect can be previewed for two weeks free by pointing to http://www.connectstudentsuccess.com/ and scrolling to “Registering with courtesy access.” The site also provides FAQs and how to receive support.

To purchase Connect online you will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY.

**NOTE CAREFULLY**

WHEN REGISTERING, ACTIVATING, CONDUCTING AND SUBMITTING LEARNSMART HOMEWORK YOU MUST ENTER AND EXIT THROUGH BLACKBOARD. NOTE THE YELLOW “RETURN TO BLACKBOARD” TAG ON THE LEFT SIDE OF ALL LEARNSMART HOMEWORK.

Course Objectives and School of Business Learning Goals

This course addresses the following Learning Goals of the School of Business:

**Goal 1:** Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Introductory marketing draws upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics. This course has an entire chapter devoted to international marketing and trade. The issues of marketing standardization versus adaptation underscore the concepts of comparing and contrasting cultures. Examination of international trade institutions such as EU, GATT, IMF, and WTO exemplify the commitment to understanding global trade. Additionally, each textbook chapter features international cases, examples or cases. The book for this course features an entire chapter marketing ethics. Additionally each of the nineteen chapters has a separate ethical dilemma example that range from issues of junk food, targeting seniors, price discrimination for “ladies’ night” at bars to spying on consumers. The group project includes a section on business model sustainability and company social responsibility.

**Goal 2:** Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

This section of Marketing 301 requires all students to demonstrate their writing and speaking skills by composing and presenting a rudimentary marketing plan using Word and PowerPoint. Students will also be graded on their oral and written class participation. Students in this class will be part of a group working on the class project that requires you to conduct research and make recommendations. That project requires communication, cooperation, leadership, decision making and group consensus finding. Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

**Goal 3:** Our students will demonstrate technical and analytic skills appropriate for success in business.

This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.
**Goal 4:** Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

Topics throughout this course include elementary understanding of accounting, information systems and supply chain management topics.

**Goal 5:** Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written in-class exercises, on-line homework assignments and class participation. The on-line assignments are based on Connect Marketing Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

For most students the course will be their first and last university-level class in marketing. Central to the purpose of this course is to insure that students understand the role and importance of marketing in all organizations. Therefore, understanding the essentials of marketing as applied to all institutions as well as self-marketing is the central feature demonstrating discipline competence.

**Goal 6:** Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

This course requires students to use GMU’s online databases such as Mergent, IBIS World and Mintel Oxygen to conduct their semester research project. This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.

**Student Responsibilities:**

**Course activities and daily processes:** You are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

**Exam Processes:** You will take three closed book, closed notes exams in this course – two hour exams and a final. Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

**Exam makeups:** Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class. No extra credit is offered to anyone. All students are graded with the same standard.

**Prerequisites and Registration:** Prerequisites for the course are sophomore standing.

**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. I am usually on campus by then, so if I am stuck in traffic you will know about by that time.

**Disability:** Students with disabilities that require special accommodation should contact the Student Disability Office (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.
Please take care of this during the first two weeks of the semester.

**Community Standards of Behavior:** The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the SOM community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. SOM can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the SOM. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

**THE MASON HONOR CODE:**

Academic honesty is important to maintaining the integrity of our university and ensuring that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting the semester project you do not make-up resources. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignments that are determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

See the “Honor Code” section of the George Mason University Student Handbook or http://oai.gmu.edu/the-mason-honor-code-2/ for additional information about academic integrity.

The following paragraph is taken from http://oai.gmu.edu/the-mason-honor-code-2/

Students are expected to follow the honor code as presented in the University’s publications. Infractions or appeals may be referred to the Honor Council for resolution.

It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the
student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically - Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
<th>Approved May 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UG-Non Freshman Students (including transfer students)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Type of Violation</strong></td>
<td><strong>First Offense</strong></td>
</tr>
<tr>
<td>Plagiarism</td>
<td></td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td></td>
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<tr>
<td>Cheating</td>
<td></td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
</tr>
<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
</tr>
<tr>
<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination</td>
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</table>

**COURSE POLICIES:**

**ATTENDANCE:**
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is YOUR responsibility to find out from a classmate what you missed (both in terms of course material and announcements).

**RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:**
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) in order to make acceptable arrangements.
http://ulife.gmu.edu/calendar/religious-holiday-calendar/.
INCLEMENT WEATHER POLICY:
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. You can also sign up for Alerts – see http://ready.gmu.edu/category/recent-alerts/. If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES:
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account via Blackboard and will include “course name” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the quickest method to contact me. You MUST use your GMU e-mail address. Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently I will not respond to emails from any other address. Make sure to plan your questions with enough time to receive a response. Under normal circumstances, you should receive a reply within 24 hours.

COMPUTER POLICY:
No computers or other electronic devices, such as tablets or translation software, may be used during exams without approval of the course professor.

CELL PHONE POLICY:
Cell phones are NOT allowed in class. All cell phones MUST be set to silent/vibrate and kept out of sight during class time. No cell phones may be used during exams without approval of the course professor.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS.

DIVERSITY STATEMENT:
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within
the philosophies and actions of the individual, group and organization, and to make improvements as
needed. See http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

SCHOOL OF BUSINESS COMMUNITY STANDARDS

The mission of the School of Business at George Mason University is to create and deliver high quality
educational programs and research. Students, faculty, staff, and alumni that participate in these educational
programs contribute to the well-being of society. High quality educational programs require an
environment of trust and mutual respect, free expression and inquiry, and a commitment to truth,
excellence, and lifelong learning. Think about this class as a job interview. Would you arrive on time?
Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text
during a job interview? Would you demonstrate respectful and civilized word choice?

Students, program participants, faculty, staff, and alumni accept these principles when they join the School
of Business community. In doing so, they agree to abide by the following

Community Standards of Behavior:

• Respect for the rights, differences, and dignity of others
• Honesty and integrity in dealing with all members of the community
• Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help
promote a safe and productive community environment, and ensure every member the opportunity to
pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end,
community members have a personal responsibility to integrate these standards into every aspect of their
experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an
environment in which all can achieve their full potential.

OTHER USEFUL CAMPUS RESOURCES:

Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Student Support and Advocacy Center http://ssac.gmu.edu/
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://learningservices.gmu.edu/
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/
University Career Services: http://careers.gmu.edu
IT Services https://itservices.gmu.edu/help.cfm
University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university
policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are
available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for
knowing and following established policies.

Personal Challenges: GMU and SOM provide students with significant resources to navigate the
challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS),
and several other student services. SOM majors should visit the Office of Academic and Career Services in
room ENT 008 for more information.
**Teams:** Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. Team work is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester.

**Late Work:** Assignments delivered late will be penalized 10% for each class day missed.

**Use of E-Mail:** Consistent with federal privacy laws, I do not respond to non-gmu e-mail with confidential information. I respond only to [YourName@gmu.edu](mailto:YourName@gmu.edu) e-mail.

**Grading Methods and Requirements:**

**THREE EXAMS (worth 500 semester points)** - Exam 1 covers chapters 1 – 8 (weighted 150 points), Exam 2 covers chapters 9 – 17 (weighted 150 points) and the Final Exam covers chapters 1 – 20 (weighted 200 points). Exams 1 & 2 have 50 multiple choice questions and the final exam has 100 questions. All tests are taken in class using ScanTron answer sheets.

**TWO WRITTEN MARKETING PLAN ASSIGNMENTS AND ONE PRESENTATION (worth a total of 300 semester points – 100 points each)** Three team-based marketing plan assignments are due throughout the course. Each assignment will address a specific section of the Marketing Plan Template. Each section is due according to the schedule listed below. Grades for each assignment are TEAM grades that will be adjusted according to peer evaluation conducted during the final exam. See the Marketing Plan Template for Guidance. See documents in the “Marketing Plan” folder of Blackboard.

- Team Written Assignment 1 (Due Oct 4). Slides 1 – 4 and 9 of the Marketing Plan Template
- Team Written Assignment 2 (Due Nov 1). Slides 5 – 8 and 9 of the Marketing Plan Template
- Team Presentation of the marketing plan (Due Nov 29). 10 minute presentation of Slides 1 – 9.

**Here is a checklist for selecting a brand for your marketing plan:**

1. Does the brand represent something that will advance your professional interests?
2. Will you be able to obtain existing sources of information about the brand?
   a) Industry data, such as age, size, growth, competitors and regulatory oversight.
   b) Brand data, such as sales, market share, and growth, using sources such as Mintel Oxygen, Mergent, IBS World, Yahoo Finance 10K, Hoovers and Lexus-Nexus (all available online through GMU Library).
   c) Customer data, such as reasons they select the brand, reasons they reject the brand, customer satisfaction for the brand, and frequency of purchase, using sources that capture the voice of the customer, such as Yelp, Consumer Reports, Google, Bing and similar customer evaluation sources.
   d) Experience data, such as trying or using the brand, interviewing managers and staff of the brand.

**LEARNSMART HOMEWORK (100 semester points)** – LearnSmart assignments are due by 1:30 pm on the day they are assigned. However, you can access these assignments as of today.

**IN-CLASS ASSIGNMENTS (75 semester points)** – Eight in-class team assignments will be graded. Classroom absence will conform to GMU policy for missed work.

**RESEARCH REQUIREMENT (25 semester points)** - As scholars and educators in the School of Business, we should strive to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate validity. To this end, students
must learn the relevance of research to management practice. We believe this is accomplished through direct experience with academic management research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience.

Two Options for Research Credit:

Option 1: Experiments. Sign-up and attend a one-hour experiment. Participation in the experiment is worth 2.5% of your final grade. Information and sign-ups for the experiments will be posted on the Experimetrix website.

Important Notes
• Although there will be sufficient slots available during the semester, there is no guarantee that they will be available at the very end of the semester. Therefore, if this is an option you would like to choose, do not delay in signing up for an experiment as they become available.
• Students who fail to show up for a scheduled experiment may not be allowed back into the experiment at the discretion of the researcher. Students arriving late will not be allowed to participate in that session
• If you have participated in a specific experiment in a previous semester, you may not be able to participate in that specific experiment again.

Option 2: Research Lectures. If you would prefer not to participate in experiments or there are no available experiments for you to participate in, you may also attend a one-hour lecture to fulfill the research credit. You will earn 2.5% for the lecture. These lectures will be held a number of times over the course of the semester on a variety of days and times and will focus on the importance or research in understanding and refining marketing and management practice. Information and sign-ups for the research lectures will be posted on the Experimetrix website.

WHAT YOU NEED TO DO:

1. In order to get research credit in this course, you must go to the following website:

   experimetrix.com/gmusom

2. Click “New User Registration” to create a username and password (simply log in if you have already registered on Experimetrix for a different School of Business class in a previous semester). YOU MUST USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. Once your account is created, your logon information will be e-mailed to you.

4. When you receive the e-mail you need to Log In to the system, select “Edit your Course Selection” and pick what course you are in (MKTG or MGMT 301/303 or both). You may then sign up for experiments as they are available.

5. You will see your credit appear on Experimetrix (the green number) approximately 1-2 days after you have completed an experiment or lecture. You need one for each class you are enrolled in.

   ** If you have registered for MKTG or MGMT 301 in a previous semester, you should use the same login information and do not need to re-register **

Semester timeline

August 28th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

September 11th --MANDATORY: ** All students must be registered on Experimetrix by this date! **
December 4th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, not to your professor or lab instructor. You can also check the Help Me (FAQ) page on:

experimetrix.com/gmusom

**Semester Grading Scale:** Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>150</td>
<td>970+</td>
<td>A+</td>
</tr>
<tr>
<td>Second Exam</td>
<td>150</td>
<td>940 - 969</td>
<td>A</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
<td>900 - 939</td>
<td>A-</td>
</tr>
<tr>
<td>LearnSmart</td>
<td>100</td>
<td>870 - 899</td>
<td>B+</td>
</tr>
<tr>
<td>In-class assignments</td>
<td>75</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>Marketing Plan Slides 1 – 4 &amp; 8</td>
<td>100</td>
<td>&lt; 600</td>
<td>F</td>
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<tr>
<td>Marketing Plan Slides 5 – 7 &amp; 8</td>
<td>100</td>
<td></td>
<td></td>
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<tr>
<td>Marketing Plan Presentation</td>
<td>100</td>
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<tr>
<td>Mandatory Research Requirement</td>
<td>25</td>
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<tr>
<td>TOTAL</td>
<td>1000</td>
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**DAILY SCHEDULE OF CLASS ACTIVITIES**

<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 30</td>
<td>Overview of the course, review course requirements and meet your teammates</td>
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</tbody>
</table>

Discuss how marketing:

**Creates value** [http://www.youtube.com/watch?v=OdB7GDZY3Pk](http://www.youtube.com/watch?v=OdB7GDZY3Pk)  
[https://www.youtube.com/watch?v=rl2unP7R58A&feature=related](https://www.youtube.com/watch?v=rl2unP7R58A&feature=related)  

**Captures value** [http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html](http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html) (click on “skip this ad”)

**Delivers value** [http://www.youtube.com/watch?v=6zXOW6v0c8s](http://www.youtube.com/watch?v=6zXOW6v0c8s)

**Communicates value** [https://www.youtube.com/watch?v=tslf5a9QoD8](https://www.youtube.com/watch?v=tslf5a9QoD8)

**Monitors value,** e.g., What is the role of customer satisfaction in marketing?  
[http://www.theacsi.org/industries](http://www.theacsi.org/industries)

**Targets Customers**  

**Positions Brands** [https://www.youtube.com/watch?v=Ilq_8MUPz5w&feature=related](https://www.youtube.com/watch?v=Ilq_8MUPz5w&feature=related)

**Writes a marketing plan** - Sample Marketing Plan in class based on  
[http://www.youtube.com/watch?v=FxbV1lvjSw&feature=relmfu](http://www.youtube.com/watch?v=FxbV1lvjSw&feature=relmfu)

Discuss Chapter 1: Overview of Marketing
<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>Aug 30</td>
<td>Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan</td>
</tr>
<tr>
<td></td>
<td>Discuss Marketing Plan assignment. In-class team meetings and brand selection.</td>
</tr>
<tr>
<td></td>
<td><strong>Submit Team Master Lock Marketing Plan Form</strong></td>
</tr>
<tr>
<td>Sept 6</td>
<td><em>Learn Smart</em> assignments Chapters 1 and 2 due by 1:30 pm today.*</td>
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<tr>
<td></td>
<td>Discuss Chapter 3 – Social and Mobile Marketing</td>
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<td>Discuss Chapter 4 – Marketing Ethics</td>
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<td>Discuss Chapter 5 – Analyzing the Marketing Environment</td>
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<td></td>
<td>Key West Key Lime Pie Co. <a href="https://www.youtube.com/watch?v=c59pZOalbc">https://www.youtube.com/watch?v=c59pZOalbc</a></td>
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<tr>
<td></td>
<td><strong>Submit Team KWKLPCo Marketing Plan Form</strong></td>
</tr>
<tr>
<td></td>
<td>Marketing Plan Team Conference. See “Marketing Plan Template Fall 2017” and “Marketing Plan Checklist Fall 2017” in the Blackboard folder “Marketing Plan”.</td>
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<tr>
<td></td>
<td><strong>Team Reports:</strong> What is the brand and industry you request for your marketing plan?</td>
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<tr>
<td>Sept 11</td>
<td>All students must be registered on Experimetrix by this date</td>
</tr>
<tr>
<td>Sept 13</td>
<td><em>Learn Smart</em> assignments Chapters 3, 4, and 5 due by 1:30 pm today.*</td>
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<tr>
<td></td>
<td>GMU Database Tutorial by Jo Ann Henson, Business Reference Librarian <a href="http://infoguides.gmu.edu/business/begin">http://infoguides.gmu.edu/business/begin</a></td>
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<td>Discuss Chapter 6 – Consumer Behavior</td>
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<td>Discuss Chapter 7 – Business-to-Business Marketing</td>
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<td>Discuss Chapter 8 – Global Marketing</td>
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<td>**Submit Team Global Marketing: Domino’s Abroad <a href="https://www.viddler.com/embed/be9ce10">https://www.viddler.com/embed/be9ce10</a></td>
</tr>
<tr>
<td></td>
<td><strong>Team Reports:</strong> What is the brand and industry you request for your marketing plan?</td>
</tr>
<tr>
<td>Sept 20</td>
<td><em>Learn Smart</em> assignments Chapters 6, 7 and 8 due by 1:30 pm today.*</td>
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<td><strong>FIRST HOUR EXAM</strong> 50 multiple choice questions from</td>
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<td>Chapters 1 - 8, lecture, discussion, videos, handouts and cases from Aug 30 to date.</td>
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<td></td>
<td>Exam 1 will be administered 1:30 – 2:30 pm. Bring a ScanTron sheet</td>
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<td></td>
<td>Discuss Chapter 9 – Segmentation, Targeting and Positioning</td>
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<tr>
<td></td>
<td>**Submit Team Zipcar: Segmentation <a href="https://www.viddler.com/embed/bff22ee1">https://www.viddler.com/embed/bff22ee1</a></td>
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<tr>
<td>Sept 27</td>
<td><em>Learn Smart</em> assignments Chapters 9, 10, 11 and 12 due by 1:30 pm today.*</td>
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<td>Discuss Chapter 10 – Marketing Research and Information Systems</td>
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<td><strong>Review and prepare for Written Assignment 1</strong></td>
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<td></td>
<td><strong>Team Reports:</strong> What are the sales and market share of your brand and industry?</td>
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<tr>
<td>DATE</td>
<td>ASSIGNMENT</td>
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<tr>
<td>Oct 4</td>
<td><strong>Written Assignment 1 due via email attachment no later than 1:30 pm today</strong>&lt;br&gt;Discuss Chapter 11 – Product, Branding, and Packaging Decisions&lt;br&gt;Discuss Chapter 12 – Developing New Products&lt;br&gt;Submit Team Dunkin’ Donuts: Marketing Research and Bakery Sandwiches <a href="https://www.viddler.com/embed/e61cf201">https://www.viddler.com/embed/e61cf201</a>&lt;br&gt;Team Reports: What is the industry outlook and consumer trends for your industry?</td>
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<tr>
<td>Oct 11</td>
<td>Columbus Day Observed. Wednesday’s class is cancelled this week</td>
</tr>
<tr>
<td>Oct 18</td>
<td><strong>Learn Smart Assignment Chapter 13 due 1:30 pm today.</strong>&lt;br&gt;Discuss Chapter 13 – Services: The Intangible Product&lt;br&gt;Prepare for Written Assignment 2 due Nov 1&lt;br&gt;Team Reports: What is the key competitor for your marketing plan brand? Marketing plan diagnostic exercise</td>
</tr>
<tr>
<td>Oct 25</td>
<td><strong>Learn Smart Assignments Chapter 14 and 15 due 1:30 pm today.</strong>&lt;br&gt;Discuss Chapter 14 – Pricing Concepts for Establishing Value&lt;br&gt;Discuss Chapter 15 – Strategic Pricing Methods&lt;br&gt;Submit Team Taco Bell Pricing for Value Marketing Plan Form <a href="https://www.viddler.com/embed/fb343078">https://www.viddler.com/embed/fb343078</a>&lt;br&gt;Prepare for Written Assignment 2 due Nov 1&lt;br&gt;Team Reports: What are the sustainable competitive advantages for your marketing plan brand? What is the Central marketing situation facing your brand?</td>
</tr>
<tr>
<td>Nov 1</td>
<td><strong>Learn Smart assignments Chapter 16 and 17 due no later than 1:30 pm today</strong>&lt;br&gt;Discuss Chapter 16 – Supply Chain Management&lt;br&gt;Discuss Chapter 17 – Retailing and Multichannel Marketing&lt;br&gt;Submit Team Nordstrom Rack Marketing Plan Form <a href="https://www.viddler.com/embed/fd437bba">https://www.viddler.com/embed/fd437bba</a>&lt;br&gt;Written Assignment 2 due via email attachment due no later than 1:30 pm today&lt;br&gt;Team Reports: What are the two key target markets for your marketing plan?</td>
</tr>
<tr>
<td>Nov 8</td>
<td><strong>SECOND HOUR EXAM</strong> 50 multiple choice Chapters from 9 - 17, lecture, discussion, videos, handouts and cases from Sept 20 to date.&lt;br&gt;Exam 2 will be administered 1:30 – 2:30 pm. Bring a ScanTron sheet.</td>
</tr>
<tr>
<td></td>
<td>Prepare for Final Written Assignment 2 due Nov 28</td>
</tr>
</tbody>
</table>
Team Reports: What is the value creation goal for your marketing plan?

DATE

ASSIGNMENT

Nov 15

Learn Smart assignments Chapter 18 - 20 due 1:30 pm today.

Discuss Chapter 18 – Integrated Marketing Communications
Discuss Chapter 19 – Advertising, Public Relations, and Sales Promotions
Discuss Chapter 20 – Personal Selling and Sales Management

Submit Team Ford Marketing Plan Form https://www.viddler.com/embed/b4bed1cb

Team Reports: What is the value capture goal for your marketing plan?

Nov 22

Review Chapters 1 – 20
Discuss Marketing Plan Paper and Presentation assignments
Conferences with Marketing Plan teams

Team Reports: What are the value delivery and value communication goals for your marketing plan?

Nov 29

Final Marketing Plan due via email attachment no later than 1:30 pm today
Team Presentations Teams 1 – 7 (10 minute time limit)

Dec 6

Last Day of Class
Team Presentations Teams 8 – 14 (10 minute time limit)
Review for Final Exam

Dec 20

Final Exam 1:30 – 4:15 pm Chapters 1 – 20.

About your instructor – Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has published over thirty works in journals, proceedings of professional associations, and in books of readings. Dr. Harvey has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Professor Harvey has served as Faculty Representative to the GMU Foundation, Board of Visitors, Marketing Area Chair and Associate Dean of the School of Business.
