Course Title: Marketing Principles
Course Description: This course examines marketing principles, concepts, strategies, tactics and analytical tools used by organizations to market ideas, products, or services to selected target groups. The course emphasizes how to promote, distribute, and price a firm’s offerings in a dynamic domestic and international environment.

Instructor: Professor Constant Cheng, PhD

Contact information:

University office: Room 149B, Enterprise Hall
Office hours: 2:30 – 2:50 pm TR, and by appointment

Contact: Please contact me via email in the first instance.
For emergency, please leave a message at my mobile: (571) 318-9186

E-mail addresses (please check virus before sending attachments):
University: ccheng5@gmu.edu
Course Website: courses.gmu.edu, then choose the course once you log in

Meeting & location:

Session 77755 – MKTG 303 – 003 3 – 4:15 pm, TR Music/Theater 1005
Session 81316 – MKTG 303 – 010 4:30 – 7:10 pm T, Merten Hall 1200
Session 77757 – MKTG 303 – 005 4:30 – 7:10 pm R, Merten Hall 1200
Course Prerequisites
Students must have at least sophomore standing.

Course Materials

The text introduces many concepts, so it is imperative that you read the chapters on a timely basis. Where appropriate, additional materials will be provided. The classroom discussions and presentations will be the basis for additional insights and understanding of key concepts. These materials will be the basis for examination questions.

Course objectives
Please see the Appendix for a description of how this course addresses the Undergraduate Learning Goals.

Class structure
The course incorporates basic elements – learning of key concepts through reading, lectures, discussions, and a semester-long class project.

The class will be project based. The topics of discussions will follow the key components of the group project.

You are responsible for your learning. You are expected to complete the Reading Assignments and do your project research on specific topics before coming to class. Reading the text is essential; you cannot rely on the presentation slides to develop a full understanding of the materials and prepare for the examinations and project.

Class attendance and participation are also expected. You will be tested on materials in the reading and class discussions.
Your learning will be evaluated in several ways:

- **Examinations.** There will be two exams.
- **Class project.** You will work within a group to develop an abridged marketing plan for a consumer product and company that your group will select.
- **Research Requirement.** More description later in the syllabus.

**Grades**

You may earn up to 1000 points by the end of the course. Your grade will be determined by the total points you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>940 -1000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
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<td>830 – 869 points</td>
<td>B</td>
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<td>800 – 829 points</td>
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<td>770 – 799 points</td>
<td>C+</td>
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<td>730 – 769 points</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>700 – 729 points</td>
<td>C-</td>
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<td>600 – 699 points</td>
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<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
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Examinations
Exams will be online, opened-book and opened-notes. The exams will consist of multiple choice questions. The exams will cover the textbook materials, lectures, and all in-class discussions.

Consistent with University policy, only provable and documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses for missing exams or taking exams outside the university’s official final exam schedule. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Class Project and Evaluation
The class project will be a group project. Students will select a company and product. For the project, your group will develop an abridged marketing plan. As a group, you will work together on a project designed to integrate the materials presented in the course. Team work is always challenging. Each team member is responsible for making the group work. Please respect the Community Standards of Behavior when interacting with your group members.

There will be a “collective” team evaluation, included as part of your final project at the end of the semester. Your individual score will be calculated based on the grading rubric.

Your individual score = the group project score times the % of the overall team evaluation score.

If you have actively contributed to your group project and your group members have substantiated your contributions in the team evaluation, the maximum score will be the score achieved by the group project.

It is therefore in everyone’s interest to cooperate, contribute and work with the group effectively throughout the semester. More details will be provided on the Project Description and Project Grading Rubric.
Research Participation Requirements (2.5% of grade).

As scholars and educators in the School of Business, the faculty strives 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 their validity. To this end, students must learn the relevance of research to business practice. We believe this is accomplished through direct exposure to, and experience with, academic business 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.

Therefore, as part of your grade in this course you will be required to take part in two 30 minute research activities. There are two types of research activities that will be offered during the semester – business research experiments and research lectures. (NOTE: If you are in both MKTG 303 and MGMT 303 you will need to fulfill this requirement for both courses).

You need to register on the GMU School of Business Experimetrix website in order to participate and receive credit for your course.

Options for Research Participation Credit:

Option 1: Experiments. Sign-up and attend a half-hour experiment. Participation in each experiment will be worth 1.25% (2.5% total) of your final grade. Information and sign-ups for the experiments will be posted on the School of Business Experimetrix website.

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 half hour lecture. Each lecture will be worth 1.25% of your grade. 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 of research in understanding and refining business practice. Information and sign-ups for the research lectures will also be posted on the School of Business Experimetrix website.

**You need to complete a total of two half hour activities (experiments or lectures) to receive full credit (2.5% of grade) for your course. Students that complete one of the half-hour experiments or lectures will receive partial credit (1.25% of grade).

Important Notes
• You must access the research experiments and lectures through the GMU School of Business Experimetrix site at the URL listed below. No other Experimetrix site is part of the MKTG/MGMT 303 research requirement.
• Although there will be sufficient slots available during the semester, there is no guarantee that they will be available at any specific time. Therefore, if there is an experiment or lecture that works for your schedule, do not delay in signing up. Please pay attention to the timeline (and last possible date for participation listed below)!
• LOOK FOR RESEARCH OPPORTUNITIES TO BE AVAILABLE NO LATER THAN two to three weeks after the deadline for your registration on the Experimetrix website (refer to timeline below).
• It is the responsibility of the student to check on the availability of research and lecture opportunities, not the 303 faculty. You need to consult the Experimetrix website directly for information on available experiments and lectures, not your instructors.
• 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 and will need to sign up for another opportunity.
• If you have participated in a specific experiment in the current semester or a previous semester, you may not be able to participate in that specific experiment again.

WHAT YOU NEED TO DO:

1. In order to get research credit in this course, you must register at the following website by the deadline listed below. Please note that this is the only URL associated with this requirement:

   experimetrix.com/gmusom

   ** If you have registered for MKTG or MGMT 303 in a previous semester, you should use the same login information and do not need to re-register **

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 303 or both). You may then sign up for experiments as they are available.

5. Approximately 1-2 days after you have completed an experiment or lecture you will be able to confirm your participation on Experimetrix (the green number). The research credit will not show up on Blackboard, only on the Experimetrix site. **If there are questions about this please direct them to the researcher who conducted the experiment/lecture or send an e-mail to the address listed below – NOT your 303 instructor.**

**Remember, you need a total of two (2) half-hour activities for each 303 class you are enrolled in.**

**Semester timeline**

August 27th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

**September 10th --MANDATORY: **All students must be registered on Experimetrix by this date!**

November 16th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date. You should be checking Experimetrix throughout the semester).

December 6th: Last day of classes.

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, not to your 303 instructor. You can also check the Help Me (FAQ) page on: experimetricesom.com/gmusom
SCHOOL OF BUSINESS - Research Pool and Experimetrix FAQ

1) Where are the experiments/lectures posted - I see none?
ALL experiments and research lectures are posted on the same "Sign up for experiments" page. Opportunities are posted as they become available. It is your responsibility to check back regularly for information on these – not your 303 instructor.

2) I registered on the Experimetrix website – when are the experiments and lectures going to be available?
Although there is no set schedule, look for research opportunities to be available two to three weeks after the semester deadline for your registration listed in your syllabus. Please remember, it is your responsibility to check on the availability of research opportunities over the course of semester, not your 303 instructor.

3) What do I do if there are NO experiments/lectures posted or if there are none at times I am available?
Don't panic! Experiments and lectures are posted at various times throughout the semester so keep checking Experimetrix. Please keep in mind the final date after which there will be no more opportunities for the semester.

4) I see the time, but when I go to Signup it says I need to choose my course first. What does this mean?
It means you need to tell us which course(s) you are in. Go to the homepage, login, and click the "Edit Your Course Selection." Check the course(s) you are in, click "Save Changes" (Nothing will appear to change) and then click "Profile Options" under the School of Business logo to return to the main menu. The change will be saved which will help us verify what course(s) you are in. You will now be able to sign up.

5) Do I need a login to use Experimetrix - my gmu password doesn't work?
YES! Click "New User Registration" and follow instructions to get your login. Your login information will be e-mailed to your GMU account.

6) How do I sign up for an experiment or lecture?
Click "SIGN UP FOR EXPERIMENTS" from the experimetrix.com/gmusom page, click "view schedule" next to the experiment, and then "Sign-up" next to the time you'd like to sign up for. You will then be prompted to enter your login and password.
7) How do I cancel an experiment or lecture I've signed up for?
Login and click "View your Appointments", then click "Cancel" next to the session you wish you cancel. Please be aware though - you CANNOT cancel within 24 hours of the experiment. If you have signed up you are expected to be there. If it is within 24 hours you must contact the researcher directly to see if it is possible to cancel - that information is also on the "View your Appointments" page.

8) How do I sign up for a research lecture?
The same way you sign up for experiments.

9) If I participate in a ONE-HOUR experiment, will I get ONE HOUR of credit?
YES! Occasionally, a longer experiment will be available. However, most experiments and all lectures are 30 minutes in length and you need to complete two for full credit in your course. (There are NO one-hour research lectures).

10) Can I receive partial credit for my 303 research participation requirement?
YES. You are required to participate in two half hour research activities for each 303 class (MKTG or MGMT) you are enrolled in. Full credit is worth 2.5% of your grade. Students who complete one of the half hour experiments or lectures will receive partial credit (1.25% of your grade).

11) How do I check whether I have earned enough credit?
You will see your credit at the top of the page in green when you login to experimetrix. Please allow a couple of days after experiments/research lectures for credit to appear.

12) I'm in Management 303 AND Marketing 303 - Do I get credit for both for one experiment or lecture?
NO. If you are taking both MGMT 303 and MKTG 303, you will need to complete 2 hours of research participation (one hour for each course) in order to fulfill your research requirement. You can participate in any combination of half-hour research lectures or experiments, totaling two hours.

13) How can I find out what I've signed up for?
Login and click the "View Your Appointments" button.

14) What do I do if I can't remember my username or password?
Go to the login page and click on the link that says "if you have forgotten your username or password click here." You can then put in your gmu e-mail address and have your
login e-mailed to you. If you registered more than 30 days ago but never logged in you will need to re-register.

**15) Can I carry over credit from a previous semester?**

Absolutely not. Credit earned in one semester is only good for that semester. Additionally, credits must be earned for each 303 class (MGMT and MKTG) separately – they do not double count.

**What do I do if I have more questions or have technical problems?**

E-mail somstudy@gmu.edu with your detailed question or click the Contact the Webmaster link below. Thanks!
Specific responsibilities

To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations. Much of the material will be developed in class and in discussion. Lecture notes will be available on the Blackboard for your convenience.

All work is due at the beginning of the class on the due date. Please submit them to designated slot(s) on the Blackboard. Further instructions will be provided. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. All work must be completed by the final examination.

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 YYY you do not make-up ZZZ. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., RRR, SSS) 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).

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td>Plagiarism</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
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<tr>
<td>2. Representing someone else's work as the student's own (e.g., copying and pasting)</td>
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<tr>
<td>Cheating</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<td>1. On a minor assignment (e.g., homework, quizzes)</td>
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<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</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
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<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>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</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>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</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) 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 or posted 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. Please make sure to plan your questions with enough time to receive a response.

CELL PHONE POLICY
Cell phones are NOT allowed to be on in class. All cell phones MUST be set to silent/vibrate and kept out of sight during class time.

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. Please take care of this during the first two weeks of the semester.
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.
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. 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.
## Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic and Reading</th>
<th>Work</th>
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<tbody>
<tr>
<td>From August 27</td>
<td>Course Introduction</td>
<td>Read Syllabus and project description</td>
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<tr>
<td>From Sept 3</td>
<td>Chap. 01: <em>Overview of Marketing</em></td>
<td>Group Proposal, Contract, and Schedule due in class</td>
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<tr>
<td>From Sept 10</td>
<td>Chap. 2: <em>Developing Marketing Strategies and a Marketing Plan</em></td>
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<td>From Sept 17</td>
<td><em>Discussion on product, brand, and unique value proposition</em></td>
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<tr>
<td></td>
<td>Chap. 11: <em>Product, Branding and Packaging Decisions</em></td>
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<tr>
<td>From Sept 24</td>
<td><em>Discussion on market trends</em></td>
<td>Product Section Due to your group</td>
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<td></td>
<td>Chap. 5: <em>Analyzing the Marketing Environment</em></td>
<td>Midterm Exam Overview</td>
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<tr>
<td>From October 1</td>
<td><em>Midterm Exam</em></td>
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<tr>
<td>From Oct 8</td>
<td><em>Fall Break</em></td>
<td>Work on project outside class</td>
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<tr>
<td>From Oct 15</td>
<td><em>Discussion on segmentation and targeting including consumer decision journey</em></td>
<td>Market Trends Due to your group</td>
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<td>Chap. 6: <em>Consumer Behavior</em></td>
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<td>Chap. 9: <em>Segmentation, Targeting and Positioning</em></td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading Material</td>
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<tr>
<td>Oct 22</td>
<td>Discussion on Perceptual map, positioning and repositioning</td>
<td>Chap. 12: <em>Developing New Products</em></td>
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<tr>
<td>Oct 29</td>
<td>Discussion on marketing mix</td>
<td>Chap. 14: <em>Pricing Concepts for Establishing Value</em> Chap. 15: <em>Strategic Pricing Methods and Tactics</em></td>
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<tr>
<td>Nov 5</td>
<td>Chap. 17: <em>Retailing and Multi-Channel Marketing</em> Chap. 18: <em>Integrated Marketing Communications</em></td>
<td>Marketing Mix Due</td>
</tr>
<tr>
<td>Nov 12</td>
<td>Work on project outside class</td>
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<tr>
<td>Nov 19</td>
<td>Thanksgiving</td>
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<tr>
<td>Nov 26</td>
<td>Penultimate Draft feedback</td>
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<tr>
<td>Dec 3</td>
<td>Summing Up (Final exam overview, and course evaluation)</td>
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<td></td>
<td><em>Final Exam: Dates to be announced during Final Exam Overview</em></td>
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<td>Dec 10</td>
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Appendix: Undergraduate Program Learning Goals

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.

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.

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

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.

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

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