MKTG 303 011: Principles of Marketing
Fall 2018: August 27-December 19
Syllabus

Class Schedule: Thursday, 7:20-10:00 PM, Music/Theater Building 1005
Instructor: Juhi Naithani
Instructor Contact: jnaithan@gmu.edu
Office Hours: By appointment

Course Description
This course examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. It focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

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 contributes to knowledge and how such research is conducted.
Principles of Marketing Learning Objectives:
1. Introduce students to the terminology, functions, and philosophy of marketing and market-driven decision making, with an emphasis on the role of technology, spanning a variety of consumer and business contexts. Students will gain a basic understanding of the functions of marketing and develop a working vocabulary of marketing terminology and become familiar with marketing concepts.
2. Introduce students to the role of marketing in an organization and the development of marketing strategy in both domestic and global markets. Students will consider the global marketing environment and its impact on marketing strategy. The course will 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.
3. Build students’ marketing application skills by examining the practices of real-world organizations. Students will understand the application of marketing techniques to real world problems.
4. Introduce students to the ways that marketers anticipate customer needs and position their offerings by creating, capturing, delivering and communicating value for selected constituencies. Students will appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy. Students will understand what motivates customers to purchase marketers’ offerings and how they use them.
5. Introduce students to the environment in which organizations market their products. Students will demonstrate understanding of the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
6. Introduce students to the elements of the marketing mix. Students will demonstrate an understanding of how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.
7. Introduce students to the basics of marketing planning, including the ability to identify the basic elements of a marketing plan. Students will develop marketing application abilities through the development of a team-created (rudimentary) marketing plan.
8. Introduce students to careers available to marketing majors.

Required Text and Course Materials
Amazon Rent: https://www.amazon.com/Marketing-Dhruv-Grewal-Professor/dp/1259709078/ref=mt_hardcover?_encoding=UTF8&me=&qid=

Other reading/viewing materials will be assigned as deemed necessary

Course Prerequisites
Sophomore standing. The following cases require special permission:
- Non-Degree level students may not enroll.
- Students with the terminated from BU major attribute may not enroll.
**Evaluation**
Your learning will be evaluated by way of class participation, written assignments, presentations and exams. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams (3):</td>
<td>37.5%</td>
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<tr>
<td>Marketing Plan Group Project</td>
<td></td>
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<tr>
<td>Part 1</td>
<td>10%</td>
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<tr>
<td>Part 2</td>
<td>15%</td>
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<tr>
<td>Part 3</td>
<td>20%</td>
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<tr>
<td>Research Participation Requirement</td>
<td>2.5%</td>
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<tr>
<td>Class Participation</td>
<td>15%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Exams**
These will comprise multiple choice and short answer type questions geared towards assessing your understanding of class discussions and concepts, as well as assigned readings from the text and other sources. Please bring a scantron sheet and #2 pencil on exam days.

**Group Project: Marketing Plan**
This project is designed to give students experience both in working in groups and in applying their understanding of marketing strategy to a real world company. Each group will pick a company for the project and analyze its industry and competition. You will then propose a marketing strategy for this company with specific goals and outcomes. Details will be provided in the first week of class. **Projects or companies used for credit in other classes, may NOT be used for credit in this class.**

**Class Participation**
The grade item is assessed in three ways:

- **In class activities and behavior (8%)**: This portion is determined by student contributions in class, attentiveness and attendance in class, preparedness for the class, timeliness to class, and adherence to class policies (detailed below). With a small class size and case based learning, it is imperative that you contribute to the discussion to ensure your own success. Your grade is determined cumulatively based on your contribution in each class. Participation is considered meaningful only if it is relevant and enriching to the discussion. Questions or clarifying doubts is encouraged but contributes very little to your participation grade.

- **Pop quizzes (4%)**: These are based entirely on chapter readings and may be given randomly at the beginning of a class.

- **Share your marketing experience (3%)**: On a class day of your choice, you will bring in a real world example of marketing (visual presentation mandatory) and share it with the class, explaining the marketing concept behind your example.
Research Participation Requirement
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 or 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: experimetrix.com/gmusom

**Classroom Policies**

- Be on time for the class
- Prepare for class – Read the assigned chapter/material and be ready to answer questions.
- Remember to check your Mason email and check Blackboard at least once a day. Messages will be sent and received only to and from your university email. Messages sent from your personal email ID may end up in the spam folder and be automatically deleted. Arrange to have your email forwarded to your personal email, if necessary
- You may use your devices in class only for class work.
- Surfing the web, chatting online or checking email will not be tolerated in class. **If caught engaged in any of these activities, a student will lose points from his/her class participation score for each occurrence.**
- Keep your cell-phones on silent during class. If cell phones are required for class use, you will be instructed accordingly.
- Participate in class – a good part of your grade depends on it! Share your ideas, views and opinions while respecting others’ ideas, views and opinions.
- Bring forth all doubts – there is no such thing as a “silly” question
- Don’t hesitate to express any concerns at any time during the course
- **Do not start packing up before class time is up. Many important announcements are made towards the end of the class**
- Try to observe marketing around you and bring instances to share with the class and enhance the classroom experience.
### Grading System

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>94 – 100</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>90 – 93</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>87 – 89</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>84 – 86</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>80 – 83</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>77 – 79</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>73 – 76</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>70 – 72</td>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>60 – 69</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 60</td>
<td>F</td>
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### Attendance Policy

University-excused absences are those due to: athletic obligations, illness, family emergency, or religious observances. In all the aforementioned cases, a note from the requisite authority must be submitted as verification. **You have one week from your date of absence to provide necessary documentation excusing the same.** Students are responsible for all material covered in class during their absence. Please ask the instructor for help and/or obtain notes from your classmates. **Make up tests will be given only in case of university excused absences.**

### In case of inclement weather

Class will be held online. This entails a special assignment on Blackboard or online chat during the regular class session, but not in the classroom. Details will be provided as necessary.

### Grading and Submission of Assignments

All assignments are due at the beginning of class on the dates specified in the course schedule or as per specific assignment instructions. **Assignments submitted after the class will lose 10 points and those submitted more than one class-day late will lose an additional 10 points per class.** Students are responsible for submitting assignments on time even if they do not intend to be in class on the date of submission. This is regardless of the reason for absence. In such an event, they should arrange to email the assignment or submit it through a classmate. Assignments are graded both on content and composition. **Points will be deducted for every grammatical or typographical error.** All submissions must be typed and submitted in APA style. Details on writing, in-text citation, and references in APA style can be found at [https://owl.english.purdue.edu/owl/resource/560/01/](https://owl.english.purdue.edu/owl/resource/560/01/). All papers should strictly follow the specific page/word limit and assignment instructions. **Any content beyond the page/word limit will not be considered for grading.** All assignments and tests graded or otherwise, must be kept by the students until the end of the semester. These may be re-visited as we proceed through the course.

### Students with Disabilities

If you are a student with a disability and you need academic accommodations, please inform me and contact The Offices of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.
Community Standards of Behavior
The mission of the School of Management 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.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code. GMU is an Honor Code University. Please see the University Catalog for a full description of the code and the honor committee process. It is understood that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

Students are also individuals. Individuals are encouraged to consult, analyze and discuss their work with other. When individual graded assignments are the task, the student is expected to fulfill those tasks individually.

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

The School of Management has created faculty guidelines on penalties. These apply to all courses, all students and all faculty.
Special note on electronic communications: Students must use their Mason email accounts to receive important University information, including messages related to this class. See http://masonlive.gmu.edu for more information.

For all class activities, you must use your GMU email address/account. This includes Blackboard. If you have a preferred email address, please arrange to forward your GMU emails to that address, since I will not entertain any messages to or from personal email accounts. In addition, please be aware that rules of grammar and spelling apply to emails; they are not text messages.

Other Useful Campus Resources
The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center.

The Writing Center is located in Robinson Hall A114, (703-993-1200), http://writingcenter.gmu.edu

University Libraries
You are strongly encouraged to use the University Databases and Libraries. You may want to use the “Ask a Librarian” service: http://library.gmu.edu/mudge/IM/IMRef.html

Counseling And Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu

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.

Tentative Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Schedule</th>
<th>Assignments/Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Aug</td>
<td>Course Introduction, Syllabus discussion, Introduction to Marketing, Forming of groups</td>
<td>Read Syllabus, Chapters 1 and 2, Form groups, Sign up for share day</td>
</tr>
<tr>
<td>6-Sep</td>
<td>Marketing Environment, Consumer Behavior and Marketing Research</td>
<td>Chapters 5, 6, 10, Share Day</td>
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<tr>
<td>13-Sep</td>
<td>Segmentation, Targeting, Positioning</td>
<td>Project Part 1, Chapter 9</td>
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<tr>
<td>20-Sep</td>
<td>Product</td>
<td>Exam 1, Chapter 11</td>
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<tr>
<td>27-Sep</td>
<td>Product</td>
<td>Chapters 12, 13, Share Day</td>
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<tr>
<td>Date</td>
<td>Schedule</td>
<td>Assignments/Tasks</td>
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<tr>
<td>4-Oct</td>
<td>Price</td>
<td>Chapter 14, Share Day</td>
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<tr>
<td>11-Oct</td>
<td>Price</td>
<td>Chapter 15, Project Part 2</td>
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<tr>
<td>18-Oct</td>
<td>Place</td>
<td>Chapters 16, 17, Share Day</td>
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<tr>
<td>25-Oct</td>
<td>Place</td>
<td>Exam 2</td>
</tr>
<tr>
<td>1-Nov</td>
<td>Promotion</td>
<td>Chapter 18, Share Day</td>
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<tr>
<td>8-Nov</td>
<td>Promotion</td>
<td>Chapters 19, 20, Share Day</td>
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<tr>
<td>15-Nov</td>
<td>Ethics, Project Presentations</td>
<td>Chapters 3 and 4, Share Day</td>
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<tr>
<td>22-Nov</td>
<td>Thanksgiving Break</td>
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<tr>
<td>29-Nov</td>
<td>B2B Marketing, Project Presentations</td>
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<tr>
<td>6-Dec</td>
<td>Global Marketing, Project Presentations</td>
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<tr>
<td>13-Dec</td>
<td>Exam 3 – as per university schedule</td>
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Note: The instructor reserves the right to change any content and/or policy in this syllabus. All participants will be duly informed if this occurs. Based on how each class proceeds, there may be occasional changes to the schedule, which will be announced and distributed via Blackboard.