MKTG 303-004: Principles of Marketing
Fall 2019

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Course website: Blackboard
Class Time: Wednesday, 4:30 pm - 7:10 pm
Location: Exploratory Hall, Room L003
Office Hours: Wednesdays: 1:30 to 3:30

Credit Hours: 3
Course Prerequisite:
Students majoring in any discipline can take this course, however, they must be of at least sophomore standing.

Also, this is a required course for School of Business B.S. degree programs.

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

Course Objectives:
Students will at the end of this course demonstrate several competencies, amongst them are:

a) An understanding of the social, global, ethical, and legal contexts of business and be able to reflect on the role of the individual in business.

b) Demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

c) Demonstrate technical and analytic skills appropriate for success in business.

d) Demonstrate an understanding of and the ability to apply knowledge of core business disciplines including, accounting, finance, information systems, management, marketing, and operations management.

e) Demonstrate knowledge and skills appropriate for specialization in their majors.

f) Demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.
**Learning Objectives:**
The learning objectives of this course objectives are:

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.

**Approach:**
This course will utilize a variety of learning methods including: lectures and group projects.
The Mason Honor Code:

George Mason University’s Honor Code will be strictly enforced in this course. For that matter you are strongly advised to familiarize yourself with the Code:

http://oai.gmu.edu/the-mason-honor-code/

Plagiarism and cheating on exams will not tolerated. Sources of borrowed “works” must be properly acknowledged and students must, if possible, try to express concepts or ideas “borrowed” in their own words.

Course Policies and Expectations:

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 who 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 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. 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.

In-Class Behavior:

Students in this class are expected to conduct themselves in a professional manner at times. This means, but not limited, to being courteous to everyone (your classmates and your instructor), not talking or whispering to each other when class is in session, and certainly not reading the newspaper or doing some other work during class. You must remember to turn off your cell phones at the beginning of class.

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, I will answer my e-mail messages on Tuesdays, Wednesdays and Thursdays.

**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, 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 one week 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 website 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.

**Disability Policy:**

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD). Please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS.

**Computer Policy:**

No computers or other electronic devices, such as tablets or translation software, may be used during exams.

**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.**
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/
Course Grading:

You could earn up to a maximum of 1000 points in this class as per the chart below.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>225 points</td>
<td></td>
</tr>
<tr>
<td>Exam 2</td>
<td>225 points</td>
<td></td>
</tr>
<tr>
<td>Exam 3</td>
<td>225 points</td>
<td></td>
</tr>
<tr>
<td>Team Written Report</td>
<td>200 total points</td>
<td></td>
</tr>
<tr>
<td>• Part 1: Industry and Focal Company Analysis</td>
<td>100 points</td>
<td></td>
</tr>
<tr>
<td>• Part 2: STP Analysis</td>
<td>100 points</td>
<td></td>
</tr>
<tr>
<td>Team Presentation</td>
<td>100 points</td>
<td></td>
</tr>
<tr>
<td>Experimentrix Signup (Subject Pool)</td>
<td>25 points</td>
<td></td>
</tr>
</tbody>
</table>

**Total Points**

1000

Final grades will be assigned based on the scale below:

<table>
<thead>
<tr>
<th>GPA Points</th>
<th>Letter Grade</th>
<th>Point Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>A</td>
<td>900-1000</td>
</tr>
<tr>
<td>3</td>
<td>B</td>
<td>800-899.9</td>
</tr>
<tr>
<td>2</td>
<td>C</td>
<td>700-799.9</td>
</tr>
<tr>
<td>1</td>
<td>D</td>
<td>600-699.9</td>
</tr>
<tr>
<td>0</td>
<td>E</td>
<td>0-599.9</td>
</tr>
</tbody>
</table>

- Please note that grades are not negotiable under any circumstance.
- Grades will be accessible by Blackboard only. This means that grades will not be provided via email or telephone.
- Grades can be changed only due to calculation error.
How Your Grades are Determined:

1. Exams are worth 67.5% of your grade

- Three multiple choice exams. Each exam will be 75 minutes long.
- Exams questions will cover lecture materials, chapters covered in the textbook, and discussions.
- The best way to prepare for the exams is to take good notes in classes and read the assigned chapters in the textbook thoroughly.
- All exams are Closed Book and Closed Notes.

Make-up Policy:

Generally, there is no make-up for these exams. Make-up exams will be given only in the case of an emergency and supported by a valid document or in the case of an official university travel (in the case of student athletes, etc.) also supported by an official document.

It is your responsibility to inform the instructor before the exam that you will not be able to take the exam.

2. Course Project is worth 30% of your grade

Your will be required to work in teams to complete some assignments. Each team will consist of five students. You may select your own team members, but the instructor reserves the right to assign team members. Team lists with each member’s full name should be provided to me by a designated team facilitator by the beginning of third week of class.

The course project consists of two parts; a written component (worth 200 points), and a presentation (worth 100 points). The exact nature of the assignment is documented at the end of the syllabus and will be discussed in class at various points in time all through the semester. The due dates are listed on the course schedule in this syllabus. All submissions of your project must be made through Blackboard and will be checked for plagiarism. Late submissions will be penalized. Ten points or a percentage thereof will be deducted for each day that the assignment is late. An assignment that is not submitted by the beginning of class is considered late.

Your written projects will be evaluated on the following criteria:

- Ability to follow instructions
- Correct and proper use of marketing concepts and tools
- Depth of content, clarity and absence of grammatical errors
- Originality and thoughtfulness

Group assignment grades will be individually adjusted based on peer evaluations using the evaluation sheet attached. I encourage you to submit the peer evaluation at the end of the project. Everyone gets the same grade for the group project if I do not receive evaluation from all the group members.
**Research Requirement (2.5% of course 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 and potential usefulness. To this end, students must be familiar with the relevance of research to management practice. We believe this is accomplished through direct 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 above and beyond direct experience.

As a result, all students in Marketing and Management 303 courses must participate in one half-hour (one credit) of “research activity” for each course (this will make up 2.5% of the class grade). The specific requirement is for students to take part in **one half-hour activity (1 credit each)** for each 303 course. Credits must be earned for each 303 class (MGMT and MKTG) separately – they do not double count (so if you are in both Marketing and Management 303 courses you will need to participate in a total of two (2) half-hour activities in order to complete full course requirements). These activities include either participation in actual business research/experiments or attendance at alternative, research lectures.

**Two Options for Research Credit:**

**Option 1: Experiments.** Sign-up and participate in a half-hour experiment. Participation in a single experiment is worth 1 credit and 2.5% of your final grade and fulfills your requirement for a single 303 class (MGMT or MKTG). Information and sign-ups for the experiments will be posted on the School of Business Research Participation SONA 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 participation in 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. Additionally, 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 half-hour lecture to earn
1 credit and 2.5% 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 marketing and management practice. Information and sign-ups for the research lectures will be posted on the SONA website.

* Students need to complete a single half-hour activity (1 credits each; lecture or experiment) for each 303 class in order to fulfill course grade requirements. You will receive partial credit if you complete fewer*

**WHAT YOU NEED TO DO:**

1. In order to sign up for experiments and lectures and get research credit in this course, you must register at the following website:

   https://gmubus.sona-systems.com

***PLEASE NOTE – This is the specific School of Business SONA site. There is also a Psychology SONA site – it is NOT a part of this Course requirement and participation in the Psychology SONA site does not count for the 303 requirements**

2. Click “Request an Account.” Once you click the link, you will be required to provide some basic information. You should receive an email notification immediately with your login information. The email notification will include login instructions for the system. You will be assigned a default password, which you will be allowed to change after your first login. YOU MUST INITIALLY USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. The email will come from the administrator’s email address (gmubus-admin@sona-systems.net), so be sure to configure your junk mail filters to allow emails from that address.

4. When you receive the e-mail you need to Log In to the system in order to complete the registration process and be able to sign up for experiments and lectures as they are available.

5. You may track your progress at any time by choosing the My Schedule/Credits option from the top toolbar. When you view this page, at the top, you will see at the list of the number of credits you are expected to earn in addition to how many you have already earned thus far, and the number of unexcused no-shows you have earned if you have them. Remember, you need one credit (two .5 credit activities) for each class you are enrolled in.

   ** If you have registered for MKTG or MGMT 301/303 in a previous semester, you should use the same login information and do not need to re-register **

**Semester timeline**

August 26th: Students will be able to register on the SONA site and sign up for experiments or lectures when posted.

**September 9th - MANDATORY: ** All students must be registered on SONA by this date!**
December 2nd: Last day to participate in experiments/lectures *if available* (Please note: There is no guarantee experiments will be available on this date).

December 7th: Last day of classes.

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 *SONA System - Student Information and FAQ* document provided by your Instructor.
## Tentative Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day &amp; Date</th>
<th>Class Topics</th>
<th>Chapter and Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wednesday, August 28</td>
<td>Course overview, project overview, overview of marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>Wednesday, September 4</td>
<td>Developing Marketing Strategies</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>Wednesday, September 11</td>
<td>Analyzing the marketing Environment (Porter’s Five Forces &amp; CDPEST) and Market Research</td>
<td>5, 10 (Group List Due)</td>
</tr>
<tr>
<td>4</td>
<td>Wednesday, September 18</td>
<td>Market Research (Continued), Consumer Behavior</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Wednesday, September 25</td>
<td>Exam 1 and Project Work</td>
<td>1, 2, 5, 6 and 10</td>
</tr>
<tr>
<td>6</td>
<td>Wednesday, October</td>
<td>Segmentation, Targeting and Positioning</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>Wednesday, October 9</td>
<td>Segmentation, Targeting and Positioning</td>
<td>11, 12, 13 Part 1 of Group Project is due before class</td>
</tr>
<tr>
<td>8</td>
<td>Wednesday, October 16</td>
<td>Place</td>
<td>16, 17</td>
</tr>
<tr>
<td>9</td>
<td>Wednesday, October 23</td>
<td>Exam 2 &amp; Work of Project</td>
<td>9, 11, 12, 13, 16, 17</td>
</tr>
<tr>
<td>10</td>
<td>Wednesday, October 30</td>
<td>Pricing</td>
<td>14, 15</td>
</tr>
<tr>
<td>11</td>
<td>Wednesday, November 6</td>
<td>Promotions</td>
<td>18, 19, 20, 3</td>
</tr>
<tr>
<td>12</td>
<td>Wednesday, November 13</td>
<td>Global Marketing &amp; Review</td>
<td>8</td>
</tr>
<tr>
<td>13</td>
<td>Wednesday, November 20</td>
<td>Presentation</td>
<td>Part 2 of Group Project is due before class</td>
</tr>
<tr>
<td>14</td>
<td>Wednesday, November 27</td>
<td>Thanksgiving – no class</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Wednesday, December 4</td>
<td>Presentation</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Wednesday, December 11</td>
<td><strong>Final Examination 4:30 pm to 7:15 pm</strong></td>
<td>14, 15, 18, 19, 20, 3, 8</td>
</tr>
</tbody>
</table>
Group Project

Each team (group) will work on a semester long project which comprises both written and oral components. Part 1 of the project comprises forming a fictitious company in any industry, and conducting an industry analysis for the company. **Each group must get the instructor’s approval before starting this project,** therefore I expect you to submit the name of the company and the industry in which the company exists together with the team member’s list at the beginning of class in week 3. Each team must designate a leader who will serve as a point of contact between the team and the instructor on matters involving this project and the team. Part 1 of the project is worth 100 points and is due on October 9\textsuperscript{th}. This written assignment must be double-spaced and no more than 7 pages plus tables, charts, references, etc.

Part 2 of the project consists of developing a Segmentation, Positioning and Targeting (STP) for your company – assuming you are the product/brand manager. This part of the assignment is also worth 100 points. The last component of the project requires each team to make an oral presentation of the entire project (Part 1 and Part 2 combined) in class.

Each presentation will be for 10 minutes followed by 2-3 minutes of questions and answers. Presentations will be done on November 20\textsuperscript{th} and December 4\textsuperscript{th}. Teams 1-8 will present on November 20\textsuperscript{th} and teams 8-16 on December 4\textsuperscript{th}. Your presentations must have PowerPoint Slides and will evaluated using the criteria for presentation included in this syllabus.

**Part 1 – Industry and Company Analysis (100)**

**This is due before class on October 9\textsuperscript{th}**. This part of the part of your team project is intended to equip with critical skills that you need to ensure that your business is on the right path to success. This means that you should understand the “forces” – economic, social, technological etc. within which the company (business) is operating, hence you should use Porters 5 Force and CDPEST analysis in part of the project.

**Company Analysis:**

A brief write-up about what the company you formed. It should contain but not limited to the company’s mission, projected revenue, employees, product mix (if applicable), location (geography), as well as SWOT (Strength, Weaknesses, Opportunities, and Threats) analyses. This section should include complete sentences in paragraphs (no more than 3-doubled spaced pages).

**Things you should address in this paper:**

Industry Analysis: This analysis is done to industry profitability and should include:

A. **Porter’s 5 Force Model:**
   a) Threat of new entry
   b) Buyer Power
   c) Supplier Power
   d) Threat of substitution
   e) Competitive Rivalry

Amongst other things, you tell the reader the implications of these forces on your company.
A. **CDPEST Analysis:** This is done to understand the macroeconomic factors that influence the industry and should include a discussion of the following factors:
   a) Cultural
   b) Demographic
   c) Political
   d) Economic
   e) Social
   f) Technological

It is possible that one or more of the factors above will not apply to your company. If that is the case, please explain why they do not apply. Please remember that this section of your project must be double-spaced and no more than 7 pages plus tables, charts, references, etc. with the standard 12 point font size.

**Part 2 of the project – STP strategy for product/brand or product line (100 points).**  
(This is due on November 20th)

Write Part 2 as though you are you are the product manager for the company. Hence, it should contain things you would do to manage the product/brand or product line. It should address the following:

1. An introduction that introduces the reader to the product, brand or product line.
2. Segmentation: This part should address two things
   a) Which kind of segmentation approach are you using and why?
   b) The primary segments that you can create based on the segmentation approach that you have adopted.

**Targeting:** Of the various segments described above, which segment would your team choose to go after and why? An estimate of profitability of the segment is needed to make your decision more complete.

Positioning: How are you going to position the product/services so that you are able attract the target market to buy what you are offering? This section should include the following:

- a) A clear positioning statement
- b) A logical explanation for your positioning statement
- c) A detailed discussion of how you are going to use the marketing mix elements to achieve your positioning strategy.

**This part (part 2) of your team project should not be more than 10 double-spaced pages, with 12 point font size (excluding appendices, references, etc.).** Please always number your pages if you have more than one page.
Criteria for evaluating your presentation

- Organization of presentation
- Legibility of PowerPoint Slides
- Professionalism
- Clarity of PowerPoint
- Informational content
- Spelling and grammatical errors

Other Useful Resources on Campus:

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