Overview

Students sometimes think they don’t need to study marketing. I’ve heard comments like these:

“I know about marketing already. I’ve seen lots of ads.”

Marketing is more than advertising. Identifying the must-have features for the next version of the iPhone? That’s marketing. Setting a price for a new line of Nikes? That’s marketing too. Deciding to sell your unique, one-of-a-kind jewelry on the Internet or in a local boutique? Marketing again.

“I don’t need to know marketing. I’m going to be an investment banker.” (or an HR professional or an IT manager or …)

Do you hope to start your own business? If so, you’re going to need to be good at marketing, because finding and keeping customers will be part of your job. If you want to be a key player at a government agency or a non-profit, you will need to “sell” the value your agency offers to a skeptical public. And if your plan is to be a corporate executive, you need to understand all facets of the company so that you can work effectively with other executives. Marketing connects an organization with the outside world. Marketers strive to understand customers’ needs and wants in order to guide decisions about developing, selling, delivering, and promoting products. Marketing also focuses on developing strong customer relationships.

Learning Objectives

After successful completion of this course, you will be able to:

1. Explain the role of marketing, both within a firm and in society, and identify careers available to professionals in marketing.
2. Evaluate the marketing aspects of a business opportunity, including strategic options and the impact of the marketing environment.
3. Analyze potential customer segments (both consumers and businesses), assessing the attractiveness of each as a target market.
4. Explain the value of a brand and its impact on consumer behavior and customer loyalty.
5. Identify factors that influence marketing strategy and tactics for a new product or service.
6. Apply a variety of analytical tools to marketing decision making.
7. Critique the marketing strategy and marketing mix for a product or service.
8. Develop, in a team setting, a rudimentary marketing plan, with special focus on target market selection.

Learning Goals of the School of Business

This course addresses the School of Business learning goals as follows:

- **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 on many other disciplines including psychology, sociology, economics, public policy, law, accounting, finance, information systems, management and statistics. The issues of marketing standardization versus adaptation underscore the concepts of comparing and contrasting cultures. The group project includes a section on business model sustainability and company social responsibility, and examples exploring business ethics permeate the chosen text.

- **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.
  
  The team project requires communication, cooperation, leadership, decision making and group consensus finding, as well as writing short paragraphs explaining and justifying recommendations.

- **Goal 3:** Our students will demonstrate technical and analytic skills appropriate for success in business.
  
  This course requires you and your classmates to interact with each other and with the professor using a variety of online communication methods, and to perform online research using a variety of sources.

- **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.
  
  Discipline competence will be measured in this course using exams, quizzes, composition of a rudimentary marketing plan, and class discussions.

- **Goal 5:** Our students will demonstrate knowledge and skills appropriate for specialization in their majors.
  
  If you are not a marketing major, this may be your first and last university-level class in marketing. Central to the purpose of this course is to ensure that you understand the role and importance of marketing in all organizations. Therefore, understanding the essentials of marketing as applied to all institutions—and to your career, as you must market yourself to current and prospective employers—is a key goal of the course.
Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

In this course, you will use GMU’s online databases such as Mergent, IBIS World and Mintel Oxygen to conduct their semester research project.

Learning Resources

Required Course Materials – Textbook and Connect


You also need a subscription to McGraw-Hill’s Connect, which provides an e-book and a homework/quiz manager. If you do not need a hard copy book, you can buy everything you need directly from McGraw-Hill and save some money. See the course website for more information on the textbook (including money-saving suggestions) and Connect.

If you buy/rent a hard copy of the book, you may get either the 6th or 7th edition. The bookstore is stocking the 7th edition. HOWEVER, if you buy the 6th edition, it is safest NOT to buy a copy bundled with a Connect access code, as 6th edition access codes might not work with the 7th edition Connect site for our class.

Course Website

Our course website on Blackboard serves as the information hub for this course. To view the site, visit http://mymason.gmu.edu, log on using your Mason Live user ID and password, and click the “Courses” tab. You should see MKTG303-DL1 (or -DL2) listed; if not, please email me immediately.

The website includes a Welcome video and a “Start Here!” area providing an orientation to the course. Please review these before starting on other course materials.

Module Folders and Lessons

Each week’s assignments and activities can be found in module folders on the course website. Each folder contains one or more lessons containing a detailed list of readings, activities, and other assignments, and also provides perspective on the material. In addition, you can get the “big picture” of the course, with topics and major due dates, from the weekly course schedule available on the course website.

Availability of Learning Tools

This course is offered completely online. Course materials, including exams (during the designated exam periods), are available 24 hours a day, 7 days a week. Virtual office hours and live online sessions may be offered at specific times; however, they are optional.

Communication

Announcements and Course Updates

You will receive an email (sent to your MasonLive email account) every Monday providing an overview of the week’s activities. I will use email at other times for reminders and announcements. All emails will be posted as announcements on Blackboard. I may sometimes post lower-priority announcements on Blackboard without emailing them. It is a good idea to check the Announcements area each time you visit the course website.
Blackboard Collaborate Ultra

Blackboard Collaborate Ultra provides a virtual meeting area for our class. It supports audio, text chat, a whiteboard, and screen sharing. We will use it for virtual office hours and one-on-one meetings.

You can run Collaborate on a PC, Mac, Surface Pro, and also through the Blackboard app on iOS and Android devices. The course website has additional information on Collaborate.

Expectations

Taking a course online requires dedication and organization. In order to have a successful semester, it is important that you:

- Visit the course website regularly (at least twice a week, one of those times early in the week).
- Stay on schedule with the material covered, and complete assignments on time.
- Participate actively in discussions.
- Check your Mason Live email (or, if you forward your mail, the forwarding location) daily.
- Dedicate five to seven hours per week, on average, to the class.
- Contact me promptly if a problem arises that is interfering with your performance in the class.

How to Get Help

You may require one-on-one help from time to time during the semester. Please don’t let yourself get frustrated if you’re struggling with a concept or assignment. Asking for help isn’t failure—but giving up because you didn’t seek help is.

The only prerequisite for seeking one-on-one help is that you have first taken advantage of the course resources related to the topic—readings, videos, and practice activities. One-on-one help is available to supplement these resources, not to replace them.

Technical Help

- If you have problems with the Mason network, GMU email, Blackboard, or the Respondus Lockdown Browser, contact GMU’s ITU Support Center (703-993-8870).
- If you have technical problems with Connect, contact McGraw-Hill’s Customer Experience Group Support Center (http://mpss.mhhe.com) by phone, online chat, or email. (If they don’t respond within a reasonable time period, email me and I’ll get involved.)

Help with Course Concepts or Logistics

If you need help with course concepts or logistics, you can reach me via email (which I check frequently) or on the Ask the Professor forum on the course website. I will respond within 24 hours Monday through Friday, and usually on weekends as well.

However, please consult the course website before posting to the forum or emailing me and make a reasonable attempt to find the answer for yourself. I have put a great deal of time into building the website and it answers most questions that students have asked over the years. This allows me to spend more time helping students whose questions aren’t answered on the website.

Here are some options for getting help when the question is more easily answered if we talk directly, instead of via email or the Ask the Professor forum:

- **Virtual office hours**: Virtual office hours using Blackboard Collaborate Ultra (linked on the course menu) will take the place of traditional office hours. I will announce a schedule at the start of each week. If you have a question or problem, you are welcome to “drop by” at these times.
- **One-on-one sessions**: If you need individual help and the scheduled virtual office hours don’t work for you, please contact me to schedule an online meeting. We can meet on Blackboard Collaborate, Skype, or the phone, whatever works best for you.

### Grading and Assignments

Weeks begin on Monday and end on Sunday. All assignments are due before midnight (U.S. Eastern time) on Sundays, except for initial posts in online discussions, which are due on Wednesday in order to allow time for responses later in the week. See the Class Schedule for specific due dates.

Each unit in the course will be available at least one week in advance so that you can work ahead of schedule if you choose; however, you must participate in discussions during the week in which they are assigned.

Your score in the class is divided into three areas – Exams, Group Activities and Other Assignments. The assignments in the class earn the following maximum point values:

<table>
<thead>
<tr>
<th>Item</th>
<th>% of total</th>
<th># scores dropped</th>
<th>Points each</th>
<th>Total points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exams</strong></td>
<td>30%</td>
<td>0</td>
<td>100</td>
<td>300</td>
</tr>
<tr>
<td>Exam</td>
<td>3</td>
<td>0</td>
<td>100</td>
<td>300</td>
</tr>
<tr>
<td><strong>Group Activities</strong></td>
<td>45%</td>
<td>1</td>
<td>30</td>
<td>210</td>
</tr>
<tr>
<td>Group discussions</td>
<td>7</td>
<td>1</td>
<td>30</td>
<td>210</td>
</tr>
<tr>
<td>Group project submissions</td>
<td>4</td>
<td>0</td>
<td>20-100</td>
<td>240</td>
</tr>
<tr>
<td><strong>Other Assignments</strong></td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter Connect quizzes</td>
<td>20</td>
<td>2</td>
<td>5</td>
<td>90</td>
</tr>
<tr>
<td>Chapter Connect activities</td>
<td>20</td>
<td>2</td>
<td>5</td>
<td>90</td>
</tr>
<tr>
<td>Class discussions</td>
<td>2</td>
<td>0</td>
<td>20-35</td>
<td>55</td>
</tr>
<tr>
<td>Miscellaneous activities</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>1,000</td>
</tr>
</tbody>
</table>

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900-1,000</td>
<td>D</td>
<td>600-699</td>
</tr>
<tr>
<td>B</td>
<td>800-899</td>
<td>F</td>
<td>0-599</td>
</tr>
<tr>
<td>C</td>
<td>700-799</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Exams – 30% of your grade**

There will be three exams this semester. Exams are non-cumulative, except in the sense that later material builds on early ones. Exams will be “closed book”; however, you are allowed to prepare a reference document to use during the exam. See the Exams area on Blackboard for more information on exam format, content, preparation, and permitted reference material.

You will take exams online at a time and place of your choosing within a one-week time range, using a monitoring service called Examity. By enrolling in this course, you are consenting to use of your webcam to monitor you during the exam. You will need to create an Examity profile; you will also need to schedule exam times in advance. More information is available on the course website.

If you have a conflict with an exam period that makes it impossible for you to take it during the designated exam period, contact me at least two weeks in advance to discuss it. Otherwise, failure...
to complete an exam by the deadline will result in a score of zero, except in case of a documented emergency. Note that personal travel plans are not an acceptable reason for a schedule change.

<table>
<thead>
<tr>
<th>Group Activities – 45% of your grade</th>
</tr>
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<tbody>
<tr>
<td>Two additional types of activities are important to deepen your learning. One is to discuss ideas related to the current topic. Discussions require you to crystallize your thoughts so you can explain them to others. They also expose you to other viewpoints.</td>
</tr>
<tr>
<td>You will participate in group activities covering these two activities—discussing and applying course concepts. In this project, you and your classmates will discuss some real-world examples; you will also perform some of the steps involved in developing a marketing plan for a new product.</td>
</tr>
</tbody>
</table>

**Group Case Discussions**

On five occasions, your group will work together to answer questions related to a real-world marketing situation. You will post individual answers (due by Wednesday night) and will then respond to your teammates’ posts by the end of the week. One group member will submit your group’s consensus answers. Your lowest group discussion score will be dropped from your grade, allowing you the flexibility to miss one discussion without a penalty.

**Group Marketing Plan**

In addition, your group will choose a brand to study over the semester, and you will prepare some elements of a marketing plan for this brand. The project includes four submissions, building different elements of a marketing plan. Your grade will be determined by your group’s performance on each submission, and also by peer evaluations of your individual performance as a group member.

<table>
<thead>
<tr>
<th>Other Assignments – 25% of your grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without the discipline and structure provided by regular class meetings, it is easy to drift away from an online course. Missing assignments and cramming for exams will compromise your learning and hurt your grade. Successful online students allocate regular time slots to the class.</td>
</tr>
<tr>
<td>In order to help you to stay involved and up to date with the course material, and to give you opportunities to practice new skills, each unit of the course will include assignments to complete. These activities fall into the following categories:</td>
</tr>
</tbody>
</table>

**Connect Quizzes and Activities**

For each chapter, you will take a quiz on McGraw-Hill’s Connect product. In addition to the quizzes, you will complete an interactive activity on Connect for each chapter.

You may take each quiz and activity twice in order to improve your score; the higher of your two scores will count. Your two lowest quiz scores and your two lowest interactive activity scores during the semester are dropped; this means you can skip two quizzes and two interactive activities without a penalty. For this reason, there are no extensions offered on these activities.

**Class Discussions**

Most discussions in the course will take place in your project groups; however, at the start of the semester we will have two full-class discussions. Initial posts are due by Wednesday night; in addition, you are responsible for commenting on at least two of your classmates’ posts by the end of the week.
Miscellaneous Activities (5 points each)

- You will complete a survey regarding your preferences for group work—meeting types, activities, and so on. This information will be used to form groups. Due by the end of Week 1.
- You will post a personal introduction on the course website and comment on at least two other introductions. Due by the end of Week 1.
- You will be asked to complete a practice run of Examity before the first exam to verify that it operates correctly on your computer. Due by the end of Week 4.

Extra Credit Opportunities

If you are interested in extra credit opportunities, these are available throughout the semester:

- **SmartBook**: The Connect website contains an assigned SmartBook (also called LearnSmart) exercise for each chapter in the text. SmartBook is an adaptive question-and-answer tool that guides you through the textbook; it chooses questions to ask based on your previous answers. You can also answer all questions at once after finishing reading the chapter. You may complete these exercises in the current week for extra credit; they are optional but highly recommended. You may also use them for exam preparation as non-credit exercises. See the course website for more information.

- **Course Evaluation**: If you complete a GMU course evaluation for this class, you may claim extra credit points.

Each extra credit activity earns you only a few points; however, if you take advantage of all of them, the total value is almost 50 points—in other words, nearly half a grade level. The extra practice is also likely to help you to learn the material, which may save you time in study for exams and may also raise your exam scores.

Technology Requirements

To take this course, you will need the following hardware and software (this information is also in the “Start Here!” area of the course website):

**Hardware**

- A desktop computer or laptop running Windows (XP or later) or MacOS (10.8 Mountain Lion or later), for exams. Most other course components can be accessed on a tablet.
- A fast, reliable internet connection; a wired connection is strongly recommended for taking exams. Connection must have at least 2 Mbps upload and download speeds. You can test internet speed at [www.speedtest.net](http://www.speedtest.net).
- A webcam and microphone (internal or external) for use during exams.
- Computer speakers or headphones to listen to recorded content.
- Sufficient hard disk space to download required software and save your course assignments.

**Software**

- A web browser with pop-up blocker disabled: Google Chrome v39 or later, Mozilla Firefox v34 or later, Internet Explorer v8 or later, Microsoft Edge, Apple Safari v6 or later.
- Microsoft Word and PowerPoint, or other software that can read Word and PowerPoint files.
- Adobe Acrobat Reader ([free download](http://get.adobe.com/reader/)).
- Examity, which has software requirements of its own (see the “Exams” area of the course website for more information).
Employer-provided Computers
If you are planning to use an employer-provided computer for class activities, please verify with the system administrator that you will be able to install the necessarily software and access course materials. Corporate firewalls may restrict access to some websites and media types.

University Policies and Resources

Academic Integrity Policy
You are expected to adhere to the George Mason University Honor Code. The Honor Code prohibits actual and attempted cheating, plagiarism, lying, and stealing. In addition, these specific rules apply to this course:

- You may use three two-sided or six one-sided pages (letter-sized, 8.5x11 inches, or legal-sized, 8.5x14 inches) as a reference during exams. You may use no other information sources during exams, whether hard copy, electronic, or human. Your answers on exams must be entirely your work, with no assistance of any sort given or received.
- For Connect activities, all discussions, and the group marketing plan, you may use both hard copy and electronic references for general information when preparing your answers. However, your answers must be entirely your own work (or, in the case of the group project, yours and your teammates’) with no assistance specific to the assignment given or received except from the instructor.
- In the group marketing plan, a full source list for all researched items must be provided.

The School of Business recommends a minimum penalty of an F in the class (plus follow-up education on academic integrity) for a first-time Honor Code violation. Consult the Office of Academic Integrity website for more information about Honor Code issues.

Disability Policy
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services to make arrangements.

Accessibility
GMU has services available to create recordings, transcripts, or other materials to meet the needs of students requiring accessible media. I have done my best to provide an accessible course (see the “Accessibility” area on Blackboard for specifics); however, please contact me if:

- You have problems using a course resource due to an accessibility issue; or
- You need access to a resource that is not yet accessible.

You can also contact the GMU Assistive Technology Initiative (https://ati.gmu.edu/contact-us/); they may be able to help you.

University Policies
Students must follow the GMU University Policy and the Responsible Use of Computing Policy.

University Resources
GMU provides a number of resources to facilitate student success and assist students with academic or personal issues (e.g., Counseling and Psychological Services, Learning Services, University Career Services, Writing Center). If you need assistance, please consider taking advantage of these services. If you have questions about these services and wish to discuss your situation with me first in order to determine how to get help, please don’t hesitate to contact me.
Weekly Course Schedule – Fall, 2019

For each assigned chapter, you will have a quiz and an interactive activity due on Connect (required) and a SmartBook activity (optional for extra credit)

All assignments are due before midnight on Sunday except for initial discussion posts (for both group and class discussions), which are due before midnight on Wednesday.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Week/ Module</th>
<th>Topic(s)</th>
<th>Textbook Chapter(s)</th>
<th>Individual Assignments (plus Connect activities)</th>
<th>Group Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/26-9/1</td>
<td>1</td>
<td>Course Introduction</td>
<td>1</td>
<td>Introductions Group Work Styles survey MasterLock class discussion</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Introduction to Marketing</td>
<td></td>
<td></td>
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<tr>
<td>9/2-9/8</td>
<td>2</td>
<td>Marketing Strategy</td>
<td>2, 3</td>
<td>Key West Key Lime Pie class discussion</td>
<td>AirBnb Segmentation group discussion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Media Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/9-9/15</td>
<td>3</td>
<td>Marketing Ethics</td>
<td>4, 5</td>
<td>Library tutorial</td>
<td>Group charter Project brand choice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marketing Environment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/16-9/22</td>
<td>4</td>
<td>Consumer Behavior</td>
<td>6, 7</td>
<td>Examity test run (can be done any time in weeks 1-4)</td>
<td>Domino's group discussion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business-to-Business Marketing</td>
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<tr>
<td>9/23-9/29</td>
<td>5</td>
<td>Global Marketing Exam 1 (Chapters 1-7)</td>
<td>8</td>
<td>Take Exam #1</td>
<td></td>
</tr>
<tr>
<td>9/30-10/6</td>
<td>6</td>
<td>Segmentation/Targeting/Positioning</td>
<td>9</td>
<td>ZipCar group discussion</td>
<td></td>
</tr>
<tr>
<td>10/7-10/13</td>
<td>7</td>
<td>Marketing Research</td>
<td>10</td>
<td>Project Draft #1 submission</td>
<td></td>
</tr>
<tr>
<td>10/14-10/20</td>
<td>8</td>
<td>Value Creation: Products</td>
<td>11, 12</td>
<td>Dunkin' Donuts group discussion</td>
<td></td>
</tr>
<tr>
<td>10/21-10/27</td>
<td>9</td>
<td>Value Creation: Services</td>
<td>13</td>
<td>Project Draft #2 submission</td>
<td></td>
</tr>
<tr>
<td>10/28-11/3</td>
<td>10</td>
<td>Exam #2 (Chapters 8-13)</td>
<td></td>
<td>Take Exam #2</td>
<td></td>
</tr>
<tr>
<td>11/4-11/10</td>
<td>11</td>
<td>Value Capture</td>
<td>14, 15</td>
<td>Taco Bell group discussion</td>
<td></td>
</tr>
<tr>
<td>11/11-11/17</td>
<td>12</td>
<td>Value Delivery</td>
<td>16, 17</td>
<td>Nordstrom Rack group discussion</td>
<td></td>
</tr>
<tr>
<td>11/18-11/24</td>
<td>13</td>
<td>Value Communication</td>
<td>18, 19</td>
<td>Ford group discussion</td>
<td></td>
</tr>
<tr>
<td>11/25-12/1</td>
<td></td>
<td>Thanksgiving Week: No new assignments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/2-12/8</td>
<td>14</td>
<td>Group Assignment Part 3</td>
<td>20</td>
<td>Project Draft #3 submission</td>
<td></td>
</tr>
<tr>
<td>12/9-12/15</td>
<td>15</td>
<td>Exam #3 (Chapters 14-20)</td>
<td></td>
<td>Take Exam #3</td>
<td></td>
</tr>
</tbody>
</table>