Master Syllabus
MKTG 307: “Federal Government Marketing”
Mondays from 10:30 a.m. to 1:10 p.m. • Enterprise Hall / Room 173

Course Instructor:
Kevin P. Young
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GMU School of Business
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Blackboard Pages:
http://mymason.gmu.edu
201970.81699 MKTG-307-001 (Fall 2019)
Meeting Times:
At break, 15 minutes after class or by appointment (via e-mail)

“In my 30-plus years of studying the Business-to-Government (“B2G”) Market, I have observed that 90 percent or more of the companies that try to enter the market fail the market. They fail not from lack of skill at what they do; they fail from lack of understanding the nuances of a new market – a different market – with rules arcane enough to cover literally tens of thousands of pages of ‘Government Speak.’ They do not adapt ... There are many pieces to the Government Market puzzle; without all the pieces, the picture is never complete ... There are many ways to succeed in the Government Market; each path is different ... The Government Market is only sexy if you really like money.”

– MARK A. AMTOWER

Prerequisites:
Grade of C or higher in MKTG 303

Programs:
Required course for Minor in Government Contracting
Major elective credit for B.S. in Business Marketing concentration (and B.S. in Marketing)
Elective credit for Minor in Marketing

Course Description:
This course explores the Government procurement process and contracting from the perspective of marketers and contractors engaged in the Federal community. Students will review and analyze the procurement practices of major Government contractors and seek to understand the challenges associated with conducting business with the United States Government.

Undergraduate Program Learning Goals (those in bold will be addressed in this class) for the purposes of the B.S. in Business (B.S. in Marketing):
1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.
Approach to Learning:
The course will utilize a seminar / discussion format. It is important that students review the materials before class and come engaged to learn and participate. Guest speakers and cases may be used to illustrate examples.

Course Objectives:
- Explore the Government Procurement Process and Contracting from the perspective of Marketers and Contractors engaged in the Federal Community.
- Review and analyze actual procurement practices of major Government contractors.
- Interact with and direct questions to Practicing Professionals in the Business to Government Industry Segment (B-to-G) in order to gain an understanding of the Challenges and Issues. (Six Speakers Planned).
- Develop a perspective whether Government Procurement in Washington is meeting User Requirements from the Agencies.
- Explore the process of employment in the U.S. Federal Market and Environment.

Representative Texts and Learning Material:
- “How to Win Business from the Government”; James J. Baker; Bartleby Press.
- “Government Contracts Made Easier”; Judy Bradt; Amazon.
- Federal News Network; https://federalnewsnetwork.com (To Be Assigned)
- 1105 Public Sector Media Group publications; https://publicsector.1105media.com (To Be Assigned)
- Potomac Tech Wire; www.potomactechwire.com (Weekdays)

Methods of Student Evaluation:
Exams / quizzes, cases, research assignments, and presentations.

Course Grading:

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<th>Grade</th>
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<td>A+</td>
<td>97% and above</td>
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Sample Course Topics:
Topics are drawn from three major areas: 1) Targeting, Engaging, Winning and Sustaining Business with the Government Market; 2) Best Practice Go-to-Market Planning, Execution, Management and Measurement for Government Contractors; and 3) Best Practice Business Development, Capture Strategy, Proposal Response, Management and Measurement for Government Contractors, and include:

- Business Strategy, Ethics, and Value Proposition
- Organization – e.g. Civilian and Defense Agencies and Congressional Oversight
- Pre RFP Stages – “Fair and Equal competition – Fact or Myth”
- Opportunity Analysis including agency needs, funding, and timelines (Budget)
• RFP Bid and No-Bid Processes, including costs
• RFP Development and Client Management
• Prime Contractor vs. Subcontractor – Partnering
• Contract and Vehicle Selections
• Influencing the RFP – Responding to the RFP
• Call Back and Re-Bids
• The Protest Environment
• Marketing Strategy – Bidding the Program
• Winning the Award – Performance – Delivering the Solution
• Project Plan – Resource Management
• The Continuing Role of Marketing in Delivery of the Solution
• Employment and Resume Development – Qualifications to enter into the business of marketing to the Government

REVISION
Last revised and approved by: MKTG Area (12/19/18);
Course grading approved by Area Chair (1/25/19)