Principles of Marketing - MKTG 303/00X Merten 1200 Thursday 1:30 – 4:10 pm

Course Objectives: The objectives of this course are to

- Introduce students to the terminology, functions, institutions and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology.
- 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.
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through the development of a team-created rudimentary marketing plan.
- Explore careers available to marketing majors. For example see


To take this course you must purchase and register the McGraw-Hill Connect+ feature. See details below. You must also have access to the Internet with equipment that can support LearnSmart and Blackboard.

Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hardback version in the GMU bookstore includes Connect. Connect+ gives you Connect and the e-book so no hardbound book is required if you like using e-books. As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too.

Connect can be previewed for two weeks free by pointing to [http://www.connectstudentsuccess.com/](http://www.connectstudentsuccess.com/) and scrolling to “Registering with courtesy access.” The site also provides FAQs and how to receive support.

The Essence of Marketing

Causal observation of popular culture – news, movies, theatre, blogs, etc. – creates seems to imply successful marketing is based on having a cool ad campaign. This view assumes consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 35 years out of date. Today’s networked, value-seeking consumer underscores the true character of successful marketing – assuring customer satisfaction by creating value (How do the features on your smart phone compare to others? How transparent are the terms of your credit card? capturing value (When do HOT Lane prices change? Why does cars.com ask for your ZIP code before price is revealed? delivering value (Why did Disney drop Netflix?), and communicating value (Why did Capital One purchase the naming rights for the Verizon Center? What happens to advertising costs when firms use social media?) to targeted populations (What is the first time home buyer purchase motivation? What percentage of NASCAR followers are women? How does Facebook target you? What did it remove their ethnicity filters? How does Google follow your location?).

The reality is successful marketing practitioners translate consumers’ needs and preferences into products and services that add, capture, deliver and communicate unique value to selected audiences (See [furentertainment.com](http://furentertainment.com)). Value creation is both easier and more challenging in a social media world. As consumers take center stage using interactive media their preferences become easier to track while expressing their concerns and seeking alternatives have never been easier. Organizations face higher standards of performance and greater competition for delivering value when competition is a one click away.

As consumers actively search for alternatives, express their experiences through social networks, and dispense and gather information and images through easy to access world-wide mobile media, the imperative for organizations to respond effectively to consumers and competition has never been greater. Consumer controlled media also challenge organizations’ abilities to define the meaning of their brands in a marketplace of information clutter, contest the relevance of traditional one-way channels in reaching target markets, and remind decision makers of the changing character of the information architecture that supports their brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated.

Based on that knowledge, marketing practitioners develop strategies that add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

In a networked economy, marketing success is constantly being redefined. Marketing success today is based on the breadth and depth of interactive product and communications architecture that competes in a mobile, global, multicultural, multilingual and multimedia electronic supermarket.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, competitive intelligence, marketing research, market segmentation and positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality, prices that mirror value, distribution that is easy to access, and communication that effectively portrays the brand’s value proposition – collectively delivering customer satisfaction to targeted populations.

Majoring in Marketing


Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages and culture.
To purchase Connect online you will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY.

**NOTE CAREFULLY**

WHEN REGISTERING, ACTIVATING, CONDUCTING AND SUBMITING LEARNSMART HOMEWORK YOU MUST ENTER AND EXIT THROUGH BLACKBOARD. NOTE THE YELLOW “RETURN TO BLACKBOARD” TAG ON THE LEFT SIDE OF ALL CONNECT HOMEWORK.

Course Objectives and School of Business Learning Goals

This course addresses the following Learning Goals of the School of Business:

**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 upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics. This course has an entire chapter devoted to international marketing and trade. The issues of marketing standardization versus adaptation underscore the concepts of comparing and contrasting cultures. Examination of international trade institutions such as EU, GATT, IMF, and WTO exemplify the commitment to understanding global trade. Additionally, each textbook chapter features international cases, examples or cases. The book for this course features an entire chapter marketing ethics. Additionally, each of the nineteen chapters has a separate ethical dilemma example that range from issues of junk food, targeting seniors, price discrimination for “ladies’ night” at bars to spying on consumers. The group project includes a section on business model sustainability and company social responsibility. The chapter “Analyzing the Marketing Environment” includes an overview presentation of the major regulatory and legislative initiatives that impact marketing practice. Examinations require students to understand, apply and synthesize a variety of marketing issues, concepts, approaches and principles in a comprehensive, strategic approach. Key elements of the marketing plan require an explanation and defense of recommended courses of action.

**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.

This section of Marketing 301 requires all students to demonstrate their writing and speaking skills by composing and presenting a rudimentary marketing plan using Word and PowerPoint. Students will also be graded on their oral and written class participation. Students in this class will be part of a group working on the class project that requires you to conduct research and make recommendations. That project requires communication, cooperation, leadership, decision making and group consensus finding. Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

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

This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.
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.

Topics throughout this course include elementary understanding of accounting, information systems and supply chain management topics.

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

Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written in-class exercises, on-line homework assignments and class participation. The on-line assignments are based on Connect Marketing Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

For most students the course will be their first and last university-level class in marketing. Central to the purpose of this course is to insure that students understand the role and importance of marketing in all organizations. Therefore, understanding the essentials of marketing as applied to all institutions as well as self-marketing is the central feature demonstrating discipline competence.

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

This course requires students to use GMU’s online databases such as Mergent, IBIS World and Mintel Oxygen to conduct their semester research project. This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.

Student Responsibilities:

Course activities and daily processes: You are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

Exam Processes: You will take three closed book, closed notes exams in this course – two hour exams and a final. Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

Exam makeups: Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class. No extra credit is offered to anyone. All students are graded with the same standard.

Prerequisites and Registration: Prerequisites for the course are sophomore standing.

Virtual Classroom: Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. I am usually on campus by then, so if I am stuck in traffic you will know about by that time.

Disability: Students with disabilities that require special accommodation should contact the Student Disability Office (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.
Community Standards of Behavior: 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 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. SOM 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 SOM. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

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

Any course assignments 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).

See the “Honor Code” section of the George Mason University Student Handbook or http://oai.gmu.edu/the-mason-honor-code-2/ for additional information about academic integrity.

The following paragraph is taken from http://oai.gmu.edu/the-mason-honor-code-2/

Students are expected to follow the honor code as presented in the University's publications. Infractions or appeals may be referred to the Honor Council for resolution.

It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized
assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically - Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
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<tr>
<td>Approved May 2016</td>
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<tr>
<td>UG-Non Freshman Students (including transfer students)</td>
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<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tr>
<td>Plagiarism</td>
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<tr>
<td>1. Failure to cite/attribute sources</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>
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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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<td>Cheating</td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</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>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, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<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>
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<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>
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**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) 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 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 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, you should receive a reply within 24 hours.

COMPUTER POLICY:
No computers or other electronic devices, such as tablets or translation software, may be used during exams without approval of the course professor.

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 without approval of the course professor.

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.

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. See 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. Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

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.

Personal Challenges: GMU and SOM provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. SOM majors should visit the Office of Academic and Career Services in
room ENT 008 for more information.

Teams: Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. Teamwork is always a challenge. On one hand, there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester.

Late Work: Assignments delivered late will be penalized 10% for each class day missed.

Use of E-Mail: Consistent with federal privacy laws, I do not respond to non-gmu e-mail with confidential information. I respond only to YourName@gmu.edu e-mail.

GRADING METHODS AND COURSE REQUIREMENTS

THREE EXAMS (worth 500 semester points) - Exam 1 covers chapter 1 – 8, Exam 2 covers chapters 9 – 17 and the Final Exam covers chapters 1 – 20. Exams 1 & 2 have 50 multiple choice questions and the final exam has 100 questions. All tests are taken in class using Scantron answer sheets.

TWO WRITTEN MARKETING PLAN ASSIGNMENTS AND ONE PRESENTATION WITH DRAFT REVISION (worth a total of 300 semester points – 100 points each) Three team-based marketing plan assignments are due throughout the course. Each assignment will address a specific section of the Marketing Plan Template. Each section is due according to the schedule listed below. Grades for each assignment are TEAM grades that will be adjusted according to peer evaluation conducted during the final exam. See the Marketing Plan Template for Guidance.

Here is a checklist for selecting a brand for your marketing plan:

1. Does the brand represent something that will advance your professional interests?
2. Will you be able to obtain existing sources of information about the brand?
   a) Industry data, such as age, size, growth, competitors and regulatory oversight.
   b) Brand data, such as sales, market share, and growth, using sources such as Yahoo Finance 10K, Hoovers and Lexus-Nexus (all available online through GMU Library).
   c) Customer data, such as reasons they select the brand, reasons they reject the brand, customer satisfaction for the brand, and frequency of purchase, using sources that capture the voice of the customer, such as Yelp, Consumer Reports, Google, Bing and similar customer evaluation sources.
   d) Experience data, such as trying or using the brand, interviewing managers and staff of the brand.

LEARNSMART HOMEWORK (100 semester points) – LearnSmart assignments are due by 1:30 pm on the day they are assigned. However, you can access these assignments as of today.

IN-CLASS ASSIGNMENTS (75 semester points) – Twelve in-class team assignments will be graded. Classroom absence will conform to GMU policy for missed work.

RESEARCH REQUIREMENT (25 semester points) - 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 hour (one credit) of “research activities” for each course (this will make up 2.5% of the class grade). The specific requirement is for students to take part in two half-hour activities (.5 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 four (4) 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 .5 credits and 1.25% of your final grade. 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 .5 credits and 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 marketing and management practice. Information and sign-ups for the research lectures will be posted on the SONA website.

* Students need to complete any combination of two half-hour activities (.5 credits each; lectures or experiments) for each 303 class for full 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](https://gmubus.sona-systems.com)

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

January 21st: Students will be able to register on the SONA site and sign up for experiments or lectures when posted.

February 5th --MANDATORY: ** All students must be registered on SONA by this date!**

May 1st: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May 6th: 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.

STUDENT INFORMATION & FAQ

Introduction

The Experiment Management System provides an easy method for you to sign up for studies, and tracks your progress throughout the term. Everything is done through the software’s web-based interface, so you can access the system at any time, from any computer, using a standard web browser.

It should be noted that this documentation covers all features in the system, but your organization may have chosen to disable certain features. Do not be alarmed if the documentation covers options and features that are not visible on the system that you are using.

Getting Started

We hope that your interaction with the system will be minimal and hopefully as painless as possible. After you log in to the system, you can view a list of available studies and any restrictions, sign up for studies you are interested in, and track your progress throughout the semester. The system will also track when you receive credits for a study, which can be viewed online.

The system works best on any popular web browser that is less than 2 years old, such as Internet Explorer, Firefox, Safari, and Chrome. It will also work with other web browsers, and with older versions of web browsers noted
above. However, the layout may not be as clean. No functionality will be lost when using an older web browser. Additionally, the software will work with a screen reader or other assistive tools for those with disabilities.

This documentation assumes you have a basic knowledge of how to use the web. While using this system, it is not necessary to use the Back button. You can use the toolbar on the top of every screen to navigate the site.

**Requesting an Account**

Once you are on the GMU School of Business SONA site you will see a link on the front page of the site to 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. In many cases, you may also provide an alternate email address (after your first login) if you prefer to receive future notifications at a different email address. The email will come from the administrator’s email address (typically listed on the request account page), so be sure to configure your junk mail filters to allow emails from that address.

![ACCOUNT INFORMATION](image)

**Figure 2 - Requesting an Account**

If you did not receive your login information, please check your email program’s junk mail folder before contacting the administrator. One of the most common reasons for not receiving login information is that an email program misclassified the email as junk mail.
Logging In
Once you have your login information, go to the front page of the site and enter your user ID and password to log in.

Figure 3 - Login Page

Your login (also known as a session) will expire after a certain period of inactivity, which is usually around 20 minutes. The system will warn you a few minutes before the expiration. This is done for security purposes. If this happens, you can always log in again. Once you are done using the system, it is better to fully log out, to prevent any problems that may arise if someone uses your computer before the session expires. This is especially important if you are using a public computer in a lab.
Retrieving a Lost Password
If you forget or do not have your password, and the feature is enabled on the system you are using, then you may choose to reset your password. You will see an option on the front login page if this feature is enabled. Using this option, a link to reset your password will be emailed to you after you make the request. This link is valid for 24 hours. Once you click the link, a new password will be generated and emailed to you. If you have provided an alternate email address (see the Email Address Options section of this documentation), it will be sent there. Otherwise, it will be sent to your main email address, which is derived from your user ID. If you requested a password reset and no email from the system has arrived after 30 minutes, then check your email program’s junk mail folder in case the email was delivered there. Typically, the email is sent within a few seconds of the request, but sometimes there can be a delay on behalf of some recipient email servers.

Logging Out
Once you are done using the system, choose Logout from the top toolbar on the right side to log out. You are now logged out. It is always a good security measure to close all of your browser windows, especially if you are using a computer that is shared by others.

Changing Your Password and Other Information
If you would like to change your password or other information about yourself, choose My Profile from the top toolbar. If you would like to change your password (and the option is enabled), type your new password (twice, for confirmation) in the provided boxes. If you do not want to change your password, simply leave these boxes empty.

If you change your password, please be sure to select a password that you do not use on any other systems or websites, following good computing practice.

Figure 5 - Updating Your Profile
**Email Address Options**

There are certain events in the system that will cause an email notification to be sent to you. Most often, these are notifications that you have received credit for a study, or confirmation that you have signed up for a study. Your email address is also displayed to the researcher when they view who has signed up for their study, in the event they need to contact you.

You have two choices for your email address. When you update your profile, you will see a box where you may provide an alternate email address. If you provide such an address (this could be a Yahoo account, for instance), this is the address where all notifications will be sent, as well as the address that will be displayed to researchers (if enabled).

If you do not provide an alternate email address, the system will derive your email address from your username. Typically, it will add your organization’s Internet domain (if there is one) to the end of your user ID to form the address. For example, if your user ID is “jsmith” and your organization’s Internet domain is “yourschool.edu” then the system would create the email address “jsmith@yourschool.edu”.

In situations where the system is configured to enter an email address on this page, you will be asked to enter it twice, to ensure that it is typed correctly.

**Changing Courses**

Depending on how the system is configured, you may see an option to change the courses you are in. If this is an option, then you will see a “Change Courses” option just below the list of courses you are in.

You may have the option to remove yourself from existing courses and add yourself to new courses, or you may only have the option to add yourself to new courses. If you remove yourself from a course, and had credits assigned to that course, the credits will *not* be reassigned to another course. You will receive a warning about this and be taken to a page where you can reassign those credits. You can go to My Schedule/Credits at any time to assign unassigned credits to a course.

**Studies**

With the system, you may view studies, sign up for studies that are interesting to you, and be made aware of any special eligibility restrictions. You may also cancel your sign-up through the system.

You may see that some studies are online studies. You should read the details of these studies closely, but generally you may participate in them online, without having to go to a lab. It is presumed that you will participate in the study shortly after you sign up for it, though you have until the Participation Deadline Date to participate.

**Viewing Studies**

To view a list of studies, click on Studies from the top toolbar. You will see a list of studies. A brief description of each study will be listed, as well as any special requirements that may restrict your eligibility to participate in the study.
Studies that currently have available participation times (timeslots) will have “TIMESLOTS AVAILABLE” listed next to the name of the study. If none of the studies have available timeslots, you may want to log on to the system a few days later to see if new timeslots have been added. You may also select a specific date to view studies with available timeslots on that date.

To view more information about a study, click on the name of the study.

**Multi-Part Studies**

Some studies have more than one part. You must sign up for all parts of the study at once, and the each part may need to be scheduled to take place a certain number of days apart from the previous part. These studies will be clearly marked, and the system will ensure you are only able to sign up for timeslots within the appropriate amount of time between each part.

**Signing Up For Studies**

To sign up to participate in a study find the study you would like to participate in (see Viewing Studies in this documentation) and click on the study name for more information. You will see a list of any special restrictions or eligibility requirements, as well as a contact person if you have questions about the study. If the study has a principal investigator listed, you can click their name to view full contact information. In most cases, it is preferred that you contact the individual listed as the researcher if you have specific questions.

Some restrictions are automatically enforced by the system. If the study has certain pre-requisites or disqualifiers (studies you must not have participated in to participate in this study), those may be listed, as well as a note about whether you meet those eligibility requirements. If you have signed up for a study with another study listed as a disqualifier study, then you will be prevented from signing up for the disqualifier study.

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<table>
<thead>
<tr>
<th>Available</th>
<th>Study Information</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>External Survey Monkey (4 Credits) (Online Study)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Managing Costs When Abroad (1 Credit)</td>
<td>Invitation code required.</td>
</tr>
<tr>
<td></td>
<td>Mineral Events in Life (1 Credit) This study focuses on events that have affected your life since.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile vs Landline Study (1 Credit)</td>
<td>Invitation code required. Must be 18 or older; Prior study restrictions</td>
</tr>
</tbody>
</table>
The study may have other restrictions listed as Eligibility Requirements. An example of an eligibility requirement is “Left-handed people only.” If listed, the system does not enforce this restriction. However, you should only sign up for the study if you meet this restriction. If you sign up for the study and you do not meet the restrictions, you will likely not receive credit for the study and could face a penalty.

If the study is not an online study, then the sign-up and cancellation deadlines for the study will be listed. Those deadlines are based on the date of each timeslot.

If you are viewing a study that you have signed up for in the past and have already participated in, then you will not see the list of timeslots for the study.

Some studies require a special password (known as an Invitation Code) to sign up. In this case, it will be noted. The researcher should have given you this invitation code. It is not the same as the password you use to log in to the system. You will need to enter the invitation code just before you click the Sign Up button to sign up for a timeslot.

You may sign up for a timeslot only up until a certain time before that timeslot is scheduled to occur. The system will not show a Sign Up button for timeslots that are too late to sign up for. If you sign up for a timeslot and already have another sign-up in the system that conflicts with that appointment time, the system will warn you of the scheduling conflict (though it will not prevent the sign-up).
Figure 8 - Study Timeslots
Once you have determined you meet all the requirements, click on View Timeslots for This Study and you will see a list of available timeslots. Choose a timeslot that is convenient for you, and click Sign Up.

After you click Sign Up, you will see information displayed confirming the time and location of the study you plan to participate in, and you can then choose to complete your sign-up. You may receive an email confirmation as well, depending on how your system is configured. You are now signed up for the study. To cancel your sign-up, see Canceling a Sign-Up in this documentation.

Canceling a Sign-Up
If you need to cancel a timeslot you have signed up for, you can do this from the My Schedule and Credits page. Choose the My Schedule/Credits option from the top toolbar.

You will see all the studies you have signed up for, as well as those you have completed (see the Tracking Your Progress section of this documentation for more information).

Studies that you have signed up for and that you are allowed to cancel will have a Cancel button next to them. There is a time limit before the study is scheduled to occur, where it will be too late to cancel. This restriction may be listed at the bottom of the page, or can be found by clicking on the study name and viewing the study details, depending on how cancellation deadlines are configured in your system.

Figure 9 - Sign-Up Cancellation
Once you click Cancel to cancel your sign-up, you will see a confirmation page. You will also be warned if your cancellation might affect your ability to participate in other studies that you have signed up for, due to pre-requisites and restrictions. If the cancellation affects your ability to participate in another study you are signed up for, it is your responsibility to deal with this issue (usually by canceling the dependent study as well). The system will warn you, but will not block the cancellation.
Click Yes to cancel your sign-up, and the sign-up will be cancelled immediately.

If you cancel a part of a multi-part study, the subsequent parts (but not preceding parts) will also be cancelled. You will need to ask the researcher to sign you up for the other parts again, if you would like to participate in it at a later date.

**Tracking Your Progress**  
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. You may also have an option to view how many credits you have earned for each course, and you may also see the credit requirements for each course next to that. Below that, if you have signed up for any studies, those will be listed as well. In the list of studies you will also see information about your credit status.

![Credit Tracking](image)

**Figure 10 - Viewing Your Progress**
If you failed to appear for a study, it is possible you were assessed a penalty. That will be displayed in your progress. The penalty (if assessed) will either increase the number of credits you must earn, or be deducted from your current credit earnings depending on how the system is configured. It is possible you might end up with a negative value for the number of credits you have earned. Next to each sign-up, you can also see any comments the researcher has left regarding the study and your credit for it. In cases where the study was set up for monetary compensation and not credits, your participation will be noted as “participated.” This is done to ensure your eligibility for any studies where the study you just completed is a pre-requisite study.

Non-study credit is also listed, when applicable. Non-study credit is usually granted for writing a paper, completing the prescreen, or some other special situation.

It is possible that older records of your participation are in the system, but not displayed. If that is the case, you’ll see an option to view your older sign-ups.

**Reassigning Credits**
If you belong to multiple courses and the system is configured to allow it, you may reassign a credit from one course to another. To do this, simply use the Reassign link that appears when you view your progress. The link appears under the course entry for each item in your progress listing. You may not split a credit between two courses. For example, assigning 2 credits of a 3-credit study to one course, and 1 credit from that study to a
different course.

**Frequently Asked Questions**

*Where are the experiments/lectures posted - I don’t see any?*

All experiments and research lectures are posted on the same “Studies” section of the SONA website. Opportunities are posted as they become available. It is your responsibility to check back regularly for information on these – not with your 303 instructor.

*I registered on the SONA 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.

*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 the SONA site. Please keep in mind the final date after which there will be no more opportunities for the semester.

*Immediately after I login and click on any menu option, I am taken back to the login page and I see a message that my authentication has expired. What does this mean?*

Your web browser is not properly configured to accept cookies. You should turn on cookies in your web browser, try to use a different web browser (for example, switch to Firefox if you are currently using Internet Explorer), or try to use a different computer. Detailed instructions can be found if you go to the site and enter the URL “cookie_help.aspx” in place of “default.aspx” in the address bar of the browser, when you are on the front page of the site.

You can also try to use another computer. Usually the computers in university computer labs are configured correctly.

*I participated in a study, but I have yet to receive credit. How do I receive credit?*

The researcher must grant you credit. This is usually done shortly after your participation in the study. If it has been some time and you have still not received credit, contact the researcher.

*Who can see the information about my sign-ups? I don’t want everyone to know which studies I signed up for.*

Only the researcher and principal investigator of the study may see that you have signed up for a study, along with the site administrator. No other users, including other researchers or your instructor can see this information.

*How do I change the email address where email notifications from the system are sent?*

Provide an Alternate Email address and notifications will be sent there. See the Email Address Options section of this documentation for more information. In some cases, this option may not be available.

*I noticed that with some studies, I could sign up for them again even if I participated before, while others don’t allow for this. Why is this?*

Researchers can choose if their studies allow you to participate more than once. Not all studies allow you to participate more than once.

*I attempted to sign up for a study, and I was prevented from doing so because the study I was trying to sign up for is a disqualifier for another study I am scheduled to participate in. Why is this?*
If you have signed up for a study that has disqualifiers (studies you must *not* have participated in to participate in that study), you may not sign up for the studies that are listed as the disqualifier studies. You *are* allowed to sign up for the disqualifier studies if the disqualifier study will take place after the study with disqualifiers. You are also allowed to sign up if you have already participated in (and received credit for) the study with disqualifiers. The easiest way to sign up for both studies is to schedule the disqualifier study at a time later than the study with disqualifiers.

*Do I need a login to use SONA - my gmu password doesn't work?*

YES! Click "Request an Account" and follow instructions to get your login. Your login information will be e-mailed to your GMU account.

*How do I sign up for an experiment or lecture?*

To view a list of studies, click on Studies from the top toolbar. You will see a list of studies. Once you have determined you meet all the requirements, click on View Timeslots for This Study and you will see a list of available timeslots. Choose a timeslot that is convenient for you, and click Sign Up. After you click Sign Up, you will see information displayed confirming the time and location of the study you plan to participate in, and you can then choose to complete your sign-up. You may receive an email confirmation as well.

*How do I cancel an experiment or lecture I've signed up for?*

If you need to cancel a timeslot you have signed up for, you can do this from the My Schedule and Credits page. Choose the My Schedule/Credits option from the top toolbar. You will see all the studies you have signed up for, as well as those you have completed (see the Tracking Your Progress section of this documentation for more information). Studies that you have signed up for and that you are allowed to cancel will have a Cancel button next to them. 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.

*How do I sign up for a research lecture?*

The same way you sign up for experiments.

*If I participate in a ONE-HOUR experiment, will I get ONE 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).

*Can I receive partial credit for my 303 research participation requirement?*

YES. You are required to participate in two half hour research activities (1 hour total of experiment or lecture activity) for each 303 class (MKTG or MGMT) you are enrolled in. Each half hour activity is worth .5 credits. For each 303 class, the required one credit of participation is worth 2.5% of your grade. Students who complete one of the half hour experiments or lectures will receive partial credit (for a total of 1.25% of your grade).

*How do I check whether I have earned enough credit?*

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.
I’m in Management 303 AND Marketing 303 - Do I get credit for both for participating in 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 (2 credits - one 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.

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 can't remember my password?

Go to the login page and click on the link that says "Forgot Password" - you will be emailed a link and instructions on how to reset your password.

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

Do not contact your 303 instructor. Instead, E-mail somstudy@gmu.edu with your detailed question. Thanks!

**SEMESTER GRADING SCALE:** Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>150</td>
<td>960+</td>
<td>A +</td>
</tr>
<tr>
<td>Second Exam</td>
<td>150</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
<td>900 - 939</td>
<td>A -</td>
</tr>
<tr>
<td>LearnSmart</td>
<td>100</td>
<td>870 - 899</td>
<td>B +</td>
</tr>
<tr>
<td>In class quizzes and in-class assignments</td>
<td>75</td>
<td>830 - 869</td>
<td>B</td>
</tr>
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<td>Marketing Plan Draft 2</td>
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<tr>
<td>Marketing Plan Draft 3 &amp; Presentation</td>
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<tr>
<td>Mandatory Research Requirement</td>
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<td><strong>TOTAL</strong></td>
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**DAILY SCHEDULE OF CLASS ACTIVITIES**

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<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>Jan 24</td>
<td>Overview of the course, review course requirements and meet your teammates.</td>
</tr>
<tr>
<td></td>
<td>Discuss how marketing:</td>
</tr>
<tr>
<td></td>
<td><strong>Follows Tends</strong></td>
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<tr>
<td></td>
<td><a href="https://www.crimsonhexagon.com/consumer-trends/">https://www.crimsonhexagon.com/consumer-trends/</a></td>
</tr>
<tr>
<td></td>
<td><strong>Focuses on Consumers</strong></td>
</tr>
<tr>
<td></td>
<td><a href="https://www.youtube.com/watch?v=v1q1nnPCcKw&amp;app=desktop">https://www.youtube.com/watch?v=v1q1nnPCcKw&amp;app=desktop</a></td>
</tr>
</tbody>
</table>
DATE       ASSIGNMENT

Jan 24     Segments markets
           https://www.npr.org/sections/thesalt/2017/08/15/543707953/applebees-ditches-millennials
           https://www.youtube.com/watch?v=GwdTMp9uUIE&app=desktop
           https://www.youtube.com/watch?v=Y8mZx4o32vs&app=desktop

           Positions Brands
           https://www.youtube.com/watch?v=IIq_8MUPz5w&feature=related
           https://www.youtube.com/watch?v=0vFXLA6YW0

           Creates value
           https://www.onepeloton.com/
           http://www.thefuntheory.com/piano-staircase
           https://www.youtube.com/watch?v=3gt0Mm4WNxg
           https://www.youtube.com/watch?v=-vc7EnODkJ

           Captures value

           Delivers value
           http://www.youtube.com/watch?v=6zXOW6voc8s

           Communicates value
           https://m.youtube.com/watch?v=kOpmEyP3a0

           How Facebook works
           https://www.youtube.com/watch?v=F8VtDnua3Pf
           https://www.youtube.com/watch?v=LmpxY_XRMU&app=desktop
           https://www.youtube.com/watch?v=t5f5a9QoD8
           https://www.youtube.com/watch?v=ORmpwqaxwrA
           https://www.youtube.com/watch?v=3YW1aT0G65E

           Google Ad Words
           https://www.youtube.com/watch?v=-KFCICiQ0C
           https://www.youtube.com/watch?v=OUOQVmWH1A

           Monitors value What is the role of customer satisfaction in marketing?
           http://www.theacsi.org/industries
DATE  ASSIGNMENT

Jan 24  Introduction to class requirements and LearnSmart

Marketing Careers

In-Class Activity 1:  Course development activity Black & Decker/DeWalt

Discuss Chapter 1:  Overview of Marketing
Discuss Chapter 2:  Developing Marketing Strategies and a Marketing Plan

Writes a marketing plan - Sample Marketing Plan in class based on
http://www.youtube.com/watch?v=FxbV1IlvjSw&feature=relmfu

Discuss Marketing Plan assignment. In-class team meetings brand selection.

In-Class Activity 2:  Submit Team Master Lock Marketing Plan Form

Jan 31  Discuss Chapter 3 – Social and Mobile Marketing
Discuss Chapter 4 – Marketing Ethics
Discuss Chapter 5 – Analyzing the Marketing Environment

Key West Key Lime Pie Co. https://www.youtube.com/watch?v=c59pZOalbqc

In-Class Activity 3:  Submit Team KWKLPCo Marketing Plan Form

Marketing Plan Team Conference. See the files “Marketing Plan Template,” “Marketing Plan Checklist” and “Marketing Plan Grading Rubric” in the Blackboard Marketing Plan folder. Conferences with Marketing Plan teams

Marketing Plan Team Milestone 1:
A.  Choose a brand and receive permission of instructor.
B.  Use Google News to find two news stories about your brand.
C.  Create a “News Alert” account to receive updates on your brand in the news. Use a search engine to summarize three industry trends affecting your brand. For example, what’s new in the auto industry, the cosmetics industry, the footwear industry, the food industry, the clothing industry, in retailing, in the restaurant industry? How are consumers changing that may affect the brand positively or negatively? What technology trends are affecting the brand’s success?

February 5th  --MANDATORY:  ** All students must be registered on SONA by this date!**

Feb 7  GMU Database Tutorial by Jo Ann Henson, Business Reference Librarian
http://infoguides.gmu.edu/business/begin

Team conferences and marketing plan Draft 1 discussion

Marketing Plan Team Milestone 2:
A.  Use GMU data bases to determine your brand’s key competitor
B.  Find their sales $, profit margins and sales growth % last five years
C.  Determine their current market share %
D.  Learn industry sales $ and industry growth %
(date) ASSIGNMNT

Feb 14  Learn Smart Assignments Chapters 1 - 5 due by 11:59 am today.

Discuss Chapter 6 – Consumer Behavior
Discuss Chapter 7 – Business-to-Business Marketing
Discuss Chapter 8 – Global Marketing

In-Class Activity 4: Submit Team Global Marketing: Domino’s Abroad
https://www.viddler.com/embed/be9cce10

Feb 21  Learn Smart Assignments Chapters 6, 7 and 8 due by 11:59 am today.

Review Chapters 1 – 8 and Prepare for Exam 1

Marketing Plan Team Milestone 3:
A. Use third party sources such as American Customer Satisfaction Index, JD Powers, cNET, Consumer Reports, industry reports, etc. to find customer satisfaction ratings for your brand.
B. Analyze customer and third-party reviews and list four reasons why brands in your industry are selected. For example, for food the four might be price, flavor, calories and natural.
C. Use online forums, e-tailers, review sites and third-party sources to summarize five positive reviews and five negative reviews for your brand. Your work must include specific reasons for the reviews.

Feb 28  Learn Smart Assignments Chapter 9 due by 11:59 am today.

FIRST HOUR EXAM 50 multiple choice questions from Chapters 1 - 8, lecture, discussion, videos, handouts and cases from Jan 24 to date.

Exam 1 will be administered 1:30 – 2:30 pm. Bring a Scantron sheet

Discuss Chapter 9 – Segmentation, Targeting and Positioning

In-Class Activity 5: Submit Team Zipcar: Segmentation
https://www.viddler.com/embed/bff22ee1

Marketing Plan Team Milestone 4:
A. Use online sources to describe your brand’s key target audience. Use for example, IBIS World, Mintel or no-cost commercial or trade sources.
B. Give your key target market a name
C. Use online sources to determine the main way your brand’s is used. For example, what is the primary way smart phones are used, picture taking, texting, research for purchases, music listening, game playing? Another example is ride sharing – last mile trips to work, trips while clubbing, trips to mass transit, such as airports, one rider, multiple riders or singles, groceries to home, etc.

Prepare for Draft 1 due Mar 7
DATE ASSIGNMENT

Mar 7 Discuss Chapter 10 – Marketing Research and Information Systems

In-Class Activity 6: Submit Team Dunkin’ Donuts: Marketing Research and Bakery Sandwiches
https://www.viddler.com/embed/e61cf201

Marketing Plan Draft 1 due by 1:30 pm via email attachment in MS Office Word format only

Marketing Plan Team Milestone 5:
A. Examine company communications for your brand such as “old media” advertising, You Tube videos for the brand, social media, company websites and any other available media (print, direct marketing, point-of-purchase).
B. From that review, summarize the value proposition for your brand. For example, Bounty – “The quicker Picker-Upper,” GEICO – “Save 15% in 15 minutes,” Colgate toothpaste – “whiter teeth.”

Mar 11 – 17 Spring Recess

Mar 21 LearnSmart assignment Chapters 10, 11, 12 and 13 due by 11:59 am today.

Discuss Chapter 11 – Product, Branding, and Packaging Decisions
Discuss Chapter 12 – Developing New Products
Discuss Chapter 13 – Services: The Intangible Product

Marketing Plan Team Milestone 6:
A. Use third party sources such as JD Powers, cNET, Consumer Reports, industry reports, on-line ratings, etc. to find quality ratings for your brand.
B. Use GMU databases to determine profit % for your brand

Mar 28 Learn Smart Assignments Chapter 14 and 15 due 11:59 am today.

Discuss Chapter 14 – Pricing Concepts for Establishing Value
Discuss Chapter 15 – Strategic Pricing Methods

In-Class Activity 7: Taco Bell Pricing for Value Marketing Plan Form
https://www.viddler.com/embed/fb343078

Marketing Plan Team Milestone 7:
A. List the price of your brand and its key competitor
B. Calculate the % the price of your brand is at, above or below the reference price for the category?

Apr 4 Learn Smart Assignments Chapter 16 and 17 due 11:59 am today.

Discuss Chapter 16 – Supply Chain Management
Discuss Chapter 17 – Retailing and Multichannel Marketing

In-Class Activity 8: Nordstrom Rack Marketing Plan Form
https://www.viddler.com/embed/fd437bba
<table>
<thead>
<tr>
<th>DATE</th>
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| Apr 4 | **Marketing Plan Team Milestone 8:**  
Use online sources to determine how the brand is delivered.  
How many retailers are there that carry the brand?  
Determine how fast does their e-comm fulfillment center delivery the brand.  
Is the brand available in vending machines? Amazon? |
| Apr 11| **SECOND HOUR EXAM** 50 multiple choice Chapters from 9 - 17, lecture, discussion, videos, handouts and cases from May 30 to date.  
Exam 2 will be administered 1:30 – 2:30 pm. Bring a Scantron sheet. |
| Apr 18| **Discuss marketing plan Draft 2, due Apr 18**  
Marketing Plan Team Milestone 9:  
A. Examine company communications for your brand such as “old media” advertising, You Tube videos for the brand, social media, company websites and any other available media (print, direct marketing, point-of-purchase).  
B. Based on that review, summarize the themes, appeals and objectives (inform, persuade, remind). |
| Apr 18| **Learn Smart Assignments Chapter 18, 19 and 20 due 11:59 am today.**  
Discuss Chapter 18 – Integrated Marketing Communications  
Discuss Chapter 19 – Advertising, Public Relations, and Sales Promotions  
Discuss Chapter 20 – Personal Selling and Sales Management  
In-Class Activity 9: Ford Marketing Plan Form [https://www.viddler.com/embed/b4bed1cb](https://www.viddler.com/embed/b4bed1cb)  
Marketing Plan Draft 2 due by 1:30 pm via email attachment in MS Office Word format only  
Discuss marketing plan Draft 3, due Apr 25 |
| Apr 25| **Marketing Plan Team Milestone 10:**  
A. State the key issue facing your brand  
B. Summarize your team’s value creation, value capture, value delivery and value communication recommendations for addressing A, above  
C. List the metrics to be tracked that indicate how well the plan is working |
| Apr 25| Team Presentations (10-minute time limit)  
Marketing Plan Draft 3 due by 1:30 pm via email attachment in MS Office Word format only.  
Draft 3 is simply your revisions of Draft 1 and Draft 2 in one document. |
| May 1 | 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 Sona-Systems throughout the semester). |
| May 2 | Review Chapters 1 – 20  
Review for Final Exam |
| May 9 | Final Exam 1:30 – 4:15 pm Chapters 1 – 20. |
About your instructor – Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has published over thirty works in journals, proceedings of professional associations, and in books of readings. Dr. Harvey has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Professor Harvey has served as Faculty Representative to the GMU Foundation, Board of Visitors, Marketing Area Chair and Associate Dean of the School of Business.

Harvey has published over thirty works in journals, proceedings of professional associations and in books of readings. His most recent publications (co-authored) are “Improving AACSB Assurance of Learning with Importance-Performance and Learning Growth: A Case Study,” *Marketing Education Review*, April, 2017. [http://dx.doi.org/10.1080/10528008.2017.1323554](http://dx.doi.org/10.1080/10528008.2017.1323554) and “Protecting Consumer Trust in the Age of the Internet of Things,” *American Marketing Association Summer Educators Conference*, San Francisco, August 2017. Dr. Harvey is also reviewer for *European Journal of Marketing, Journal of Business and Industrial Marketing* and *American Marketing Association Educators’ Conferences.*