Meeting and Location:
Thursdays 7:20 – 10:00PM
Planetary Hall room 131

Instructor Contact:
Lisa O’Masta - lomasta@gmu.edu
www.linkedin.com/in/lisaomasta

Office Hours: 20 minutes before class, or by appointment

Note: Please use your GMU email address for all correspondence. I will NOT respond to any emails from non gmu.edu addresses. I will strive to respond to all emails within 1 business day.

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

Course Prerequisites: Students must have at least sophomore standing.

Required Course Materials:

You will not need the Connect homework package. We will read most of the chapters in the text, so it’s imperative that you read the chapters on a timely basis and do not fall behind in the reading as the text introduces many key concepts. Additional resources will be provided during class including videos and articles that will be the basis for class discussion. Both the reading and in-class discussions will be the basis for examination and quiz questions.

Blackboard Page:
The course website contains an extensive array of information. The URL for GMU courses is: http://mymason.gmu.edu. Your user ID and password are your GMU email ID and password. When the page loads, go to the “courses” tab at the top of the page and the courses you are registered for will be listed. This class is listed as 201910.13917 MKTG-303-002 (Spring 2019).
Undergraduate Program Learning Goals:

| Goal 1 | Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business. |
| Goal 2 | Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including **effective business writing.** |
| Goal 3 | Our students will demonstrate technical and analytic skills appropriate for success in business. |
| Goal 4 | Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, **marketing**, and operations management. |
| Goal 5 | Our students will demonstrate knowledge and skills appropriate for specialization in their majors. |
| Goal 6 | Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted. |

Principles of Marketing Learning Objectives:

1. Introduce students to the terminology, functions, and philosophy of marketing and market-driven decision making, with an emphasis on the role of technology, spanning a variety of consumer and business contexts. Students will gain a basic understanding of the functions of marketing and develop a working vocabulary of marketing terminology and become familiar with marketing concepts.

2. Introduce students to the role of marketing in an organization and the development of marketing strategy in both domestic and global markets. Students will consider the global marketing environment and its impact on marketing strategy. The course will span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.

3. Build students’ marketing application skills by examining the practices of real-world organizations. Students will understand the application of marketing techniques to real world problems.

4. Introduce students to the ways that marketers anticipate customer needs and position their offerings by creating, capturing, delivering and communicating value for selected constituencies. Students will appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy. Students will understand what motivates customers to purchase marketers’ offerings and how they use them.

5. Introduce students to the environment in which organizations market their products. Students will demonstrate understanding of the competitive, socio/cultural, natural, political/legal, economic, and technological environments.

6. Introduce students to the elements of the marketing mix. Students will demonstrate an understanding of how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.

7. Introduce students to the basics of marketing planning, including the ability to identify the basic elements of a marketing plan. Students will develop marketing application abilities through the development of a team-created (rudimentary) marketing plan.

8. Introduce students to careers available to marketing majors.
Class structure:
This is a business course and you will be treated as an adult.

The course incorporates four basic elements or approaches—introduction of concepts through reading and lectures, application of these concepts through class exercises, participation in a research project, and integration of the concepts in a semester-long class project.

During the first classes, the emphasis will be on building a foundation through the introduction of concepts. Later classes continue to introduce new material and will build on the foundation to create a comprehensive view. Class discussion will form a crucial element to integrate the concepts. As such, class participation is essential for students to get full value from the class. You are responsible for your learning. The quality of your learning will dramatically increase if you are prepared for class. You will be provided with reading assignments to help you focus on the main concepts in the textbook chapters. Reading the text is essential; you cannot rely on the presentation slides to develop an understanding of the material and prepare for the homework, examinations and assignments. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

Your learning will be evaluated in four different ways:
1. Examinations and quizzes. There will be one mid-term exam and one final exam. In addition, there will be ten quizzes.
2. Semester-long project. You will work within a group of fellow students to develop a comprehensive marketing plan for a product or service you and your group will select. More details are provided in the project description on page 5.

Student responsibilities:
To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You must arrange to get handouts and assignments from fellow students or Blackboard. I do not use prepared Lecture Notes, so if you miss a class, you will need to consult your classmates.

Written materials - All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. All work must be completed by the final examination.

All written reports should be neatly typed, legible and free of errors in grammar and spelling. To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the Publication Manual of the American Psychological Association, 6th Edition or at http://owl.english.purdue.edu/owl/resource/560/01/. To help manage the citations and seamlessly create reference lists, Mason supports free software called Zotero at https://www.zotero.org/.

Group deliverables should have a title page showing a title for the project, course name and number, date due and all involved students’ names.

Part of the evaluation of each written assignment will be the quality of the writing, with specific emphasis on solid business prose.

Unless otherwise stated, you must submit an electronic version of the assignments along with the written assignments.
Course Policies:

Attendance: Attend class and return from breaks consistently and on time. 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 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).

Class participation: Exercises and discussion will be a part of almost all classes. All students are expected to be prepared for discussions and to participate in them. No side conversations, no reading of non-course materials. If you are too tired to stay awake in class, step out and rest outside of the classroom.

Electronic device policy: Laptops, notebooks and smartphones are for coursework only. No computers or other electronic devices may be used during exams without approval of the course professor.

Grades:
You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. Exams and assignments are not given letter grades. Your final grade is your final grade, there is no “rounding off” or curving; please do not ask.

Grading is based on how well you have mastered the materials; not how hard you have worked. Excellent demonstrations of understanding, application, integration, clear understanding and critical thinking will distinguish efforts that receive the highest points in assignments. There are no minimums for length of a project, however, concise, insightful responses and comments are expected.

Points may be earned as follows:

<table>
<thead>
<tr>
<th>Exams and Quizzes</th>
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<th>% of your grade</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>80 points</td>
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<tr>
<td>Mid-Term Exam</td>
<td>130 points</td>
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<tr>
<td>Final Exam (comprehensive)</td>
<td>215 points</td>
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<tr>
<td><strong>Total Points Possible</strong></td>
<td><strong>425 points</strong></td>
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<tr>
<td>Class Project: Marketing Plan</td>
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<tr>
<td>Part 1 Marketing Overview</td>
<td>50 points</td>
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<tr>
<td>Part 2 Market Analysis</td>
<td>100 points</td>
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<td>Part 3 Marketing Strategy</td>
<td>100 points</td>
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<tr>
<td>Final Presentation and report</td>
<td>250 points</td>
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<tr>
<td><strong>Total points possible</strong></td>
<td><strong>500 points</strong></td>
<td><strong>50%</strong></td>
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<tr>
<td>Research Requirement</td>
<td>25 points</td>
<td>2.5%</td>
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<tr>
<td>Class Participation</td>
<td>50 points</td>
<td>5%</td>
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<tr>
<td><strong>Total Points Possible</strong></td>
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Grading System:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
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<tr>
<td>960+</td>
<td>A+</td>
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<td>900 – 959</td>
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<td>870 – 899</td>
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Note: To pass this course, students must receive a C or better.
Please note that the University considers a B to be a good grade. An A is a grade that is not earned automatically. Final grades are not negotiated. You will have opportunities to earn points throughout the semester, and in a variety of ways. There is no rounding, and there is no curve.

**Exams and Quizzes:**
There will be 10 unscheduled quizzes based on the readings in the textbook throughout the course. Each quiz will be worth 10 points, and the lowest two quiz scores will be discarded. There will be no make-up quizzes. If a quiz is missed, the score will be zero. Each quiz will consist of multiple choice and true-or-false questions. They will be closed note/closed book quizzes.

Exams will have an allotted amount of time to start and finish during the scheduled class period and students are able to use their book and notes during the exam. The exams will consist of objective questions and short essay type questions. The objective portion of the final exam will cover the material between the midterm and the end of the semester. The essay portion of the final will be comprehensive. As the schedule permits, the class will review major concepts before the exam.

The exams will cover the textbook materials, supplemental materials from the class and all in-class presentations.

Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, calculators and similar devices. All electronic devices must be turned off and out of sight during quizzes and exams. Any student using such devices during an exam or any form of cheating during the exam will be a violation of the Honor Code. The School of Business has clear guidelines to be applied to Honor Code violations, and these guidelines will be followed.

Consistent with University policy, only provable, i.e., documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Please note the date and time for the final exam. You must take the exam at the assigned time. Do not plan to be in travel before or during the final exam. If someone else is scheduling these travel plans, make sure they know.

If an examination is missed due to a provable or documented absence, you must make up the exam within one week.

**Course Project: Product Marketing Plan**

Students will work in groups of 6-8 students to select an existing product or service in the market and develop a cohesive marketing plan. There will be 4 elements of the project that the group will turn in for a grade. The combined elements of the project will account for 50% of your grade in the class.

**Part 1 Company Overview** – 1-page brief overview of the company, the selected product or service within the organization, identification of the primary target market(s) the product or service addresses, the problem the product or services seeks to solve for the target market and the overarching core message used to sell the product or service to the target market. (1-page only - front and back, no smaller than 10pt Times Roman font with 1” margins)

**Part 2 Market Analysis** – Preliminary report on the market the product or service targets including primary competitors and how they are similar/different, trends in the market/industry that impact the sale of the product or service as well as 2-3 ways the target audience seeks to solve the problem currently.

**Part 3 Marketing Strategy** – Outline the goals you are seeking to accomplish with a marketing outreach plan, explain why you have selected those goals and why you feel they are reasonable to accomplish. Develop the strategy to reaching each goal along with 2-3 tactics that will support that strategy. A corresponding budget and expected outcomes based on defined logic.

**Part 4 Marketing Plan** – The final presentation and marketing plan will be the culmination of the first three parts into a cohesive, well defined and articulated plan.

One element of your scores in these reports is the quality of business writing.
This project is designed to give students experience both in working in groups and in applying their understanding of marketing strategy. Each group member is responsible for making the group work. As with the real business setting, if you feel that one of the members of your group is not contributing to the success of the team, individuals within the group, or as a group should address the concern with the person directly. Once an in-person conversation has occurred, an email to the individual summarizing the concerns shared, specific examples and expected actions you want to see and by when should be sent to the individual. By the 4th class, if you are not seeing a change in the individuals’ efforts, the team must bring the email summary previously provided to the individual to me. In front of me, the group will “fire” the individual providing specific examples of the issues. Fired individuals will be responsible for finishing the project on their own. If after the 4th class, you have opted not to fire the group member, you have chosen to keep them, and the group grade will be given to each individual on the team. There will not be a group evaluation that is included in the score of the project.

More details will be provided on the project deliverables and the grading rubric.

**Class Participation:**
Marketing is enhanced by dialogue, and this class will be greatly enhanced when students actively participate. Discussion and dialogue are essential to develop communication skills and explore topics in depth.

Class participation will be worth up to 50 points toward the course grade. You will be evaluated on participation including both speaking and listening, demonstrating the ability to evaluate others’ constructively, demonstrating familiarity with assigned readings and working effectively in class. You are not graded on attendance, though you cannot participate if you do not attend class. However, simply showing up and not participating will not earn you points.

To earn the full points, you should:
- Volunteer examples, insights and responses in class.
- You do not have to wait until a question is asked, especially if you are unclear about the topic being discussed.
- Demonstrate having read assignments, thought about the questions and analyzed materials.
- Build on the comments of others—disagreeing where appropriate but also supporting the comments and integrating viewpoints.
- Share expertise and experiences relevant to the discussion.
- Comment on the substance and topic of the classes demonstrating integration of the materials.

Not everyone likes speaking up in a class situation. If, however, a student does not enter into the discussions, there is no way to tell if he or she is learning or understanding the concepts presented. Each student is expected to contribute. You cannot participate if you do not attend class.

You will be required to speak up and participate in business. It will be essential for your career growth. Consider this a safe environment where you can practice these skills.
Research Requirement:
As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity 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 or research in understanding and refining marketing and management practice. Information and sign-ups for the research lectures will be posted on the SONA website.

* Students need to complete 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

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.
Other Useful Campus Resources

- **The Writing Center** - The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center. The Writing Center is located in Robinson Hall A114, (703-993-1200), [http://writingcenter.gmu.edu](http://writingcenter.gmu.edu)

- **Business Library Liaison** - You are strongly encouraged to use the University Databases and Libraries to conduct your research. You may want to use the “Ask a Librarian” service: [http://library.gmu.edu/mudge/IM/IMRef.html](http://library.gmu.edu/mudge/IM/IMRef.html) or contact Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian, Fenwick Library: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business).

- **Counseling Center**: GMU has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at [www.gmu.edu/departments/csdcs](http://www.gmu.edu/departments/csdcs), (703) 993-2380 or [http://caps.gmu.edu](http://caps.gmu.edu)

- **University Policies** - The University Catalog, [http://catalog.gmu.edu](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/](http://universitypolicy.gmu.edu/). All members of the university community are responsible for knowing and following established policies.

- **Campus Emergency Response Team (CERT)**: An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on [www.gmu.edu/service/cert](http://www.gmu.edu/service/cert).

- **Inclement Weather**: Information regarding weather-related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students sign up for the Mason Alert system to provide emergency information of various sorts at [https://alert.gmu.edu](https://alert.gmu.edu).

- **Office of Disability Services (ODS)**: If you are a student with a disability and require academic accommodations, please see me and contact the ODS ([http://ods.gmu.edu](http://ods.gmu.edu) or 703-993-2474). All academic accommodations must be arranged through this office.

- **Religious Considerations**: Students who will miss class for religious reasons should inform me of their anticipated absences during the first two weeks of the course. GMU’s official list of recognized holidays are available via [http://ulife.gmu.edu/calendar/religious%20holiday-calendar](http://ulife.gmu.edu/calendar/religious%20holiday-calendar).

- **Microsoft DreamSpark and VMware Downloads**: The School of Business subscribes to Microsoft DreamSpark and VMware program, which offers free software downloads to students. Any courses requiring the use of Microsoft software (except Office Suite) are available at no charge through the Microsoft DreamSpark and VMware program. However, MS Office 365, ProPlus is available for free to current GMU students at [http://masonlive2.gmu.edu/MicrosoftStudentAdvantage](http://masonlive2.gmu.edu/MicrosoftStudentAdvantage). Students should have received email notification of access to this program one week prior to the semester schedule. If you can’t find the notification email, please go to the School of Business DreamSpark and VMware URL below and select “Forgot username or password” to retrieve your information. Make sure you use @gmu.edu, and not @masonlive.gmu.edu when entering your Username. DreamSpark URL: [https://e5.onthehub.com/WebStore/Security/SignIn.asax?rurl=%2FWebStore%2FWelcome.aspx%3fws%3d21b3ea0e-d19b-e011-969d0030487d8897&ws=21b3ea0e-d19b-e011-969d-0030487d8897&vsro=8](https://e5.onthehub.com/WebStore/Security/SignIn.asax?rurl=%2FWebStore%2FWelcome.aspx%3fws%3d21b3ea0e-d19b-e011-969d0030487d8897&ws=21b3ea0e-d19b-e011-969d-0030487d8897&vsro=8). If you registered late, please send email with a screenshot attachment of your school schedule to [busmsdn@gmu.edu](mailto:busmsdn@gmu.edu). If you have any other questions, go to [http://business.gmu.edu/technology/DreamSpark](http://business.gmu.edu/technology/DreamSpark).

**GMU 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 who participate in these educational programs contribute to the well-being of society. High-quality educational programs require an **environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning.** Students,
program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

1. Respect for the rights, differences, and dignity of others
2. Honesty and integrity in dealing with all members of the community
3. 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. School of Business can and should be a living model of these behavioral standards. To this end, we 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.

Notice of mandatory reporting of sexual assault, interpersonal violence and stalking: As a faculty member, I am designated as a “responsible employee,” and must report all disclosures of sexual assault, interpersonal violence and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as the Student Support and Advocacy Center (SSAC) at 703-380-1434. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730 or emailing titleix@gmu.edu.

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

The principle of academic integrity is taken very seriously, and violations are treated gravely.

While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.

The School of Business Faculty has created guidelines on penalties. These apply to all courses, all students and all faculty. There is a link on blackboard with those penalties, though I expect, given the adults in this class, I will not have to use them.
<table>
<thead>
<tr>
<th>Class days and dates</th>
<th>Key Topics</th>
<th>Assignments/Tasks Due</th>
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</thead>
<tbody>
<tr>
<td>Week 1 Thursday, Jan 24</td>
<td>Course introduction, Introduce group project</td>
<td>Review syllabus Select groups for project – in class</td>
</tr>
<tr>
<td>Week 2 Thursday, Jan 31</td>
<td>Quiz The elements of a marketing plan, Problem identification, SWOT analysis</td>
<td>Read chapter 1 &amp; 2 <strong>All students must be registered on SONA by Feb 5 for research requirement</strong></td>
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<tr>
<td>Week 3 Thursday, Feb 7</td>
<td>Quiz Peer review/evaluation, Decision making factors</td>
<td>Read chapter 6 Part 1 Company Overview of project due</td>
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<tr>
<td>Week 4 Thursday, Feb 14</td>
<td>Quiz Market research, competitive analysis Guest speaker</td>
<td>Read chapter 5 &amp; 10 Last chance to fire a group member</td>
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<tr>
<td>Week 5 Thursday, Feb 21</td>
<td>Quiz Pricing</td>
<td>Read chapter 14 &amp; 15</td>
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<tr>
<td>Week 6 Thursday, Feb 28</td>
<td>Quiz Pricing Peer review/evaluation Exam review</td>
<td>Read chapter 9 Part 2 Market Analysis of project due</td>
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<tr>
<td>Week 7 Thursday, Mar 7</td>
<td>Mid-Term Segmentation, targeting and positioning</td>
<td>Have completed 1st research requirement</td>
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<tr>
<td>Week 8 Thursday, Mar 14</td>
<td>SPRING BREAK</td>
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<td>Week 9 Thursday, Mar 21</td>
<td>Quiz Marketing communications and PR Guest speaker</td>
<td>Read chapters 18 &amp; 19</td>
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<tr>
<td>Week 10 Thursday, Mar 28</td>
<td>Quiz Channel management</td>
<td>Read chapters 16 &amp; 17</td>
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<tr>
<td>Week 11 Thursday, Apr 4</td>
<td>Quiz New products Peer review/evaluation</td>
<td>Read chapter 12 Part 3 Marketing Strategy of Project due</td>
</tr>
<tr>
<td>Week 12 Thursday, Apr 11</td>
<td>Quiz B2B marketing Services Marketing</td>
<td>Read chapters 7 &amp; 13</td>
</tr>
<tr>
<td>Week 13 Thursday, Apr 18 (Virtual Class on Bb Collaborate)</td>
<td>Quiz Ethics Guest speaker</td>
<td>Read chapter 4</td>
</tr>
<tr>
<td>Week 14 Thursday, Apr 25</td>
<td>Class Project Presentations/Peer Evaluations</td>
<td>Have completed 2nd research requirement</td>
</tr>
<tr>
<td>Week 15 Thursday, May 2</td>
<td>Class Project Presentations/Peer Evaluations Exam Review</td>
<td></td>
</tr>
<tr>
<td>Week 16 Thursday, May 9</td>
<td></td>
<td>Final Exam: 7:30 – 10:15</td>
</tr>
</tbody>
</table>

Note: In response to unexpected events, this course schedule is subject to change.

**Virtual Classroom:** Due to unpredictable weather during the spring semester, there may be a day when we are unable to attend class. Check Blackboard and your e-mail by noon the day of class as you will be expected to participate through the collaborate tools on Blackboard in place of attending class in person even if the campus is closed.