MKTG 303: Principles of Marketing
SYLLABUS – SPRING 2019

COURSE SECTION: Section 003
MEETING TIME: Tuesdays 7:20-10:00pm
LOCATION: Planet (Planetary Hall) 131 (subject to change)
FINAL EXAM: Tuesday, May 14 7:30-10:15 pm (check Final Exam Locator)

COURSE INSTRUCTOR: Andrew Moses
OFFICE HOURS: By appointment
CONTACT INFORMATION: Email: amoses2@gmu.edu

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, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

PREREQUISITES: Sophomore standing

COURSE OBJECTIVES: The course objectives are:
1. Introduce students to the terminology, functions, and philosophy of marketing and market-driven decision making, with an emphasis on the role of technology, spanning a variety of consumer and business contexts. Students will gain a basic understanding of the functions of marketing and develop a working vocabulary of marketing terminology and become familiar with marketing concepts.
2. Introduce students to the role of marketing in an organization and the development of marketing strategy in both domestic and global markets. Students will consider the global marketing environment and its impact on marketing strategy. The course will span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.
3. Build students’ marketing application skills by examining the practices of real-world organizations. Students will understand the application of marketing techniques to real world problems.
4. Introduce students to the ways that marketers anticipate customer needs and position their offerings by creating, capturing, delivering and communicating value for selected constituencies. Students will appreciate and understand the role of the customer in marketing planning, target
marketing, and positioning strategy. Students will understand what motivates customers to purchase marketers’ offerings and how they use them.

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

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

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

8. Introduce students to careers available to marketing majors.

By achieving these objectives, this course will address many of the Undergraduate Learning Goals of the School of Business:

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.

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.

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

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.

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

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

**APPROACH:** This course will utilize a variety of learning methods including: reading, lecture, exercises, videos, discussions.

**COURSE MATERIALS:**

**TEXT:**
(ISBN: 978-1-259-70907-4)

Additional business readings and cases

You will not need the Connect homework package. We will not use it, but it may be bundled by the publisher.
**COURSE ASSIGNMENTS & GRADING POLICY:**

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 on the following:

- **Examinations:** There will be two exams, one Mid-Term covering topics taught up to that point in the course and one Final Exam covering the entire course materials. Dates for these exams are detailed in the class schedule here in the syllabus. Both exams are closed-book, no-notes.
- **Quizzes:** There will be two quizzes detailed in the class schedule. Each quiz will cover the material from the prior three lectures. Quizzes are closed-book, no-notes.
- **Class Project:** You will work in groups to develop a marketing plan for a company and product that your group will select. Each group will prepare a marketing plan document and deliver a presentation to the class. Your group’s marketing plan document is due the same day you deliver your presentation.
- **Research Requirement:** More description later in the syllabus.

You may earn up to 1,000 points by the end of the course. Your grade will be determined by the total points you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exams</strong></td>
<td></td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>150 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>350 points</td>
</tr>
<tr>
<td><strong>Quizzes</strong></td>
<td>100 points</td>
</tr>
<tr>
<td><strong>Group Project</strong></td>
<td>375 points</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>200</td>
</tr>
<tr>
<td>Presentation</td>
<td>175</td>
</tr>
<tr>
<td><strong>Research Requirement</strong></td>
<td>25 points</td>
</tr>
</tbody>
</table>

There will be no extra credit opportunity for this course.

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Earned:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>970 - 1000</td>
</tr>
<tr>
<td>A</td>
<td>940 – 969</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
</tr>
<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 – 799</td>
</tr>
<tr>
<td>C</td>
<td>700 – 769</td>
</tr>
<tr>
<td>D</td>
<td>600 – 699</td>
</tr>
<tr>
<td>F</td>
<td>0 – 599</td>
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</tbody>
</table>

This course requires a minimum grade of a C to satisfy School of Business degree requirements.
## TENTATIVE SCHEDULE:

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic(s)</th>
<th>Reading</th>
<th>Deliverable(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 22</td>
<td>Overview of Marketing</td>
<td>Chap. 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan 29</td>
<td>Marketing Strategies &amp; Developing a Marketing Plan</td>
<td>Chap. 2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 5</td>
<td>Analyze External Environment Marketing Research</td>
<td>Chap. 5 / 10</td>
<td>SONA Registration Complete</td>
</tr>
<tr>
<td>4</td>
<td>Feb 12</td>
<td>Consumer Behavior</td>
<td>Chap. 6</td>
<td>Quiz #1</td>
</tr>
<tr>
<td>5</td>
<td>Feb 19</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Chap. 9</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Feb 26</td>
<td>B2B &amp; Global Marketing Concept Review for Midterm</td>
<td>Chap. 7 / 8</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mar 5</td>
<td>Midterm Exam</td>
<td></td>
<td>Midterm Exam</td>
</tr>
<tr>
<td>8</td>
<td>Mar 12</td>
<td>No classes – spring break</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>Mar 19</td>
<td>Product Development, Branding, and Packaging</td>
<td>Chap. 11 / 12</td>
<td></td>
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<tr>
<td>10</td>
<td>Mar 26</td>
<td>Services: The Intangible Product</td>
<td>Chap. 13</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Apr 2</td>
<td>Pricing Concepts / Strategic Pricing</td>
<td>Chap. 14 / 15</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Apr 9</td>
<td>Marketing Communications Advertising &amp; PR</td>
<td>Chap. 18 / 19</td>
<td>Quiz #2</td>
</tr>
<tr>
<td>13</td>
<td>Apr 16</td>
<td>Social &amp; Mobile Conscious Marketing, CSR, and Ethics</td>
<td>Chap. 3 / 4</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Apr 23</td>
<td>Personal Selling and Sales Management Group Presentations</td>
<td>Chap. 20</td>
<td>Marketing Plans Group Presentations</td>
</tr>
<tr>
<td>15</td>
<td>Apr 30</td>
<td>Course evaluation Group Presentations</td>
<td></td>
<td>Group Presentations (cont.)</td>
</tr>
<tr>
<td>16</td>
<td>May 7</td>
<td>Reading days – optional concepts review session</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>May 14</td>
<td>Final Exam - 7:30-10:15 pm (per university schedule)</td>
<td></td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

**NOTE: In response to unexpected events, this course schedule may change.**

## RESEARCH REQUIREMENT (2.5% of grade):

As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity and potential usefulness. To this end, students must be familiar with the relevance of research to management practice. We believe this is accomplished through direct experience with academic business research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience.

As a result, all students in Marketing and Management 303 courses must participate in one 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.

**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 your research you do
not make-up information or citations. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., Marketing Plan, etc.) 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 below).


<table>
<thead>
<tr>
<th>SCHOOL OF BUSINESS RECOMMENDATIONS FOR HONOR CODE VIOLATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved May 2016</td>
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</table>

**UG-Non Freshman Students (including transfer students)**

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; 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>
</tr>
<tr>
<td>2. Representing someone else's work as the student's own (e.g., copying and pasting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheating</td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting coursework from another course as original work</td>
<td>An F in the class; Academic Integrity Seminar completion; and at least one semester suspension</td>
<td></td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>G heinous Violation (e.g., stealing an exam, submitting coursework from another class as original work across disciplines)</td>
<td>An F in the class, Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

**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).
EXAM MAKE-UPS
University-excused absences are those due to: athletic obligations, illness, family emergency, or religious observances. In all the aforementioned cases, a note from the requisite authority must be submitted as verification prior to the absence. Make up exams and quizzes will only be given in case of university-excused absences. You have one week from your date of absence to complete the make-up exam or quiz.

RELIigious 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/.

SUBMISSION OF ASSIGNMENTS
All assignments are due at the beginning of class on the dates specified in the course schedule or as per specific assignment instructions. Assignments submitted after the class will lose 10 points and those submitted more than one class-day late will lose an additional 10 points per class. Students are responsible for submitting assignments on time even if they do not intend to be in class on the date of submission. This is regardless of the reason for absence. In such an event, student should arrange to email the assignment or submit it through a classmate. Assignments are graded both on content and composition. All papers should strictly follow the specific page/word limit and assignment instructions. Any content beyond the page/word limit will not be considered for grading. All assignments and tests graded or otherwise, must be kept by the students until the end of the semester. These may be re-visited as we proceed through the course.

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.
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.

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.

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. 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.