MKT 301/303: PRINCIPLES OF MARKETING
Syllabus - Spring 2019
(updated 1/20/19)

Instructor: Stefan J. Hock, Assistant Professor of Marketing
Office: Enterprise Hall 125
Office hours: M-F, by appointment (send me 2 specific times that work for you)
Contact: shock@gmu.edu
Class meets:
006: Friday (7:30 – 10:10am): Exploratory Hall L003
009: Friday (10:30 – 1:10pm): Lecture Hall 3
Credit hours: 3 credit hours
Prerequisite:
MKTG 301: Grade of C or higher in ACCT 203 or ACCT 204. Grade of C or higher in ECON 103.
MKTG 303: Grade of C or higher in each of the following courses: ACCT 203 or ACCT 204, BUS 100, BUS 103, BUS 200, BUS 210, MATH 108 or MATH 113 or MATH 114 or HNRT 225.
Students with a class of Freshman may not enroll.
Non-Degree level students may not enroll.
Students with the terminated from BU major attribute may not enroll.

*** Students are responsible for being familiar with and are accountable for the requirements contained in this syllabus ***

ABOUT THE COURSE

This course is designed to provide you with a basic understanding of marketing in a fast-paced, global environment, with a focus on the 4 Ps - product, price, place and promotion. The course objectives will be achieved through lectures, analytical exercises, discussions, in-class simulations, short video clips, readings and a team-based term project.

The objectives of this course are to:
- Introduce students to the terminology, functions, and philosophy of marketing spanning a variety of consumer and business contexts.
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through with a team-created marketing plan.

This course will address each of the School of Business Learning Goals:
- Our students will be competent in their discipline.
• Our students will be aware of the uses of technology in business.
• Our students will be effective communicators.
• Our students will have an interdisciplinary perspective.
• Our students will be knowledgeable about global business and trade.
• Our students will recognize the importance of ethical decisions.
• Our students will be knowledgeable about the legal environment of business.
• Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
• Our students will understand the value of diversity and the importance of managing diversity in the context of business.
• Our students will be critical thinkers.

COURSE MATERIALS

• Coursepack: available for purchase ($25.50) at https://hbsp.harvard.edu/import/586276
• Lecture Materials and Readings: available on our course website https://mymasonportal.gmu.edu/

No typical textbook is needed for this class. The lecture notes are meant to be a useful learning tool, but are not a substitute for class attendance or careful and thoughtful note taking during class. You are expected to print out the slides, bring them to class, and take notes.

COURSE FORMAT

The course has been designed to maximize learning outcomes while keeping in mind the constraints imposed by our relatively long class meetings, your workload in other courses, and the personal and professional demands on your time. In other words, this course will be challenging but manageable.

Specifically, this course involves a mix of lectures, readings, exercises, discussions about current topics, quizzes/assignments, exams, and a semester long group project. Students are encouraged to ask questions, bring up current business events, and share professional as well as personal experiences relevant to the class material, even during lectures. Please note that adequate pre-class preparation – by completing assigned readings and assignments – is critical to your learning and performance in this course.

COURSE MATERIALS

Course Materials (e.g., assignments, readings, and lecture slides) are available through the class Blackboard site and from Harvard Business Publishing.

Lecture Slides & Readings
Blackboard will serve as our course website and will be the central location for all course information (e.g., syllabus, assignment directions, assignment submissions, grades, lecture materials, etc.). All lecture materials from class will be posted on Blackboard. It can be accessed via http://mymasonportal.gmu.edu.
The reading list and schedule of the readings is presented at the end of this syllabus. You should come to class prepared to discuss the readings as well as their relationship to the session’s topic and current events. Approach each reading from both a conceptual and a practical perspective.

- What are the key concepts and principles?
- What are the key points being made by the article?
- What are the implications?
- How can I critique the arguments being made?

**Harvard Business Publishing**
To get the course materials from Harvard Business Publishing website, you need to register on the site to create a user name (assuming you do not already have one). The course materials are PDF documents and you can open them with Adobe Reader. You do not need to buy any optional audio component of the case (I do not have the ability to remove it).

- Course link: [https://hbsp.harvard.edu/import/586276](https://hbsp.harvard.edu/import/586276)
- After you register, you can get to the coursepack at any time by doing the following:
  - Visit hbsp.harvard.edu and log in
  - Click “My Coursepacks”, and then click “Principles of Marketing”

The coursepack should be $25.50. For technical assistance, please contact Harvard Business Publishing at (800) 810-8858 (outside of U.S and Canada, call 617-783-7700); or email techhelp@hbsp.harvard.edu. Customer Service is available 24 hours a day, 7 days a week.

**COURSE REQUIREMENTS AND GRADING**

<table>
<thead>
<tr>
<th>Team Deliverables</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Plan</td>
<td>25%</td>
<td>250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individual Deliverables</th>
<th>Percentage</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>20%</td>
<td>200</td>
</tr>
<tr>
<td>Exam II</td>
<td>20%</td>
<td>200</td>
</tr>
<tr>
<td>Exam III</td>
<td>20%</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes and Assignments</td>
<td>12.5%</td>
<td>125</td>
</tr>
<tr>
<td>Research Requirement</td>
<td>2.5%</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>1000</strong></td>
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</table>

Grades for the class will be assigned according to the percentage and points in the course requirements chart above. Your score for any graded assignment during the semester will be the number of points out of the total possible. You will not receive a letter grade for each assignments. Your letter grade is calculated at the end of the semester, and is based on your cumulative score on all components.

<table>
<thead>
<tr>
<th>Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C</th>
<th>F</th>
</tr>
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<tbody>
<tr>
<td>Points</td>
<td>930</td>
<td>900</td>
<td>870</td>
<td>830</td>
<td>800</td>
<td>700</td>
<td>Below 700</td>
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</table>
Any late assignment will earn you a grade of 0 - no exceptions. All due dates are final barring the university’s cancellation or an emergency. If you are going to miss class for some reason (e.g., jury duty), you must make alternative arrangements with the instructor as soon as you find out, and certainly prior to the due date.

MARKETING PLAN (25%)

Due on May 3rd at 9:00 AM (morning). For details, see document on Blackboard (Syllabus tab).

EXAMS (60%)

Exams consist of true/false, multiple-choice and potentially open-ended questions. The last exam will take place on Monday, April 26th, during regular class hours. It is labeled “Exam III” in the day-by-day overview. All exams are closed book and notes and will take place in our classroom during regular class hours. I do not curve exams. There is no final exam during examination period.

All exams take place during regular class time, so you are expected to attend. If you must miss an exam, you must (a) have a valid excuse, and (b) have my acknowledgement that you can make up the exam. This means that you must contact me about your intended absence as soon as you find out about the conflict, and have the absence excused by me prior to the test (translation: do not simply send an email and assume you are excused or send me an email during/after the exam). Failure to obtain an excused absence before the exam will earn you a grade of 0. Valid reasons for missing an exam include jury duty, death in the family or severe illness. Documentation is required for all these cases. Invalid reasons include schedule conflicts, excessive workload, other exams on the same day/during the same week, inadequate preparation, travel plans or telling me too late about a conflict (e.g., jury duty).

QUIZZES & ASSIGNMENTS (12.5%)

There will be several in-class quizzes that consist of short questions about class as well as case studies that you have to complete on Blackboard (all open notes). Bring a scantron form and #2 pencil to every class. These case studies and quizzes serve two purposes. First and foremost, they are designed to apply the knowledge from class to real world scenarios. Second, they are an attendance measure. You have to get at least 75% of the points to receive 1 credit (otherwise 0). If a case study/assignment is due at a certain time and you miss it (1 minute is late), you will not receive credit for it, even if you email me your work before/afterwards. No exceptions are made.

I understand that certain things come up during the semester (e.g., traffic, illness, job interview, weddings, family gatherings or emergencies). Therefore, I drop the lowest score. Do not email me to be excused for such reasons. I only accept a doctor’s note for longer absences. Student athletes need to submit the standard form and let me know in advance if they miss a class. Field trips are also excused with proper documentation. These two cases do not count against your one excused absence. Any other instance is decided on a case-by-case basis. You cannot make up any missed quiz or assignment.
How to calculate your points for this grade category: (number of credits you earned / total number of credits available – 1) x 125. For example, if you completed 9/10 quizzes/assignments, and you received at least 75% in 8/9 submissions, you earned 111.11 points for this grade category: (8 / (10 – 1)) x 125.

**Do not email me how to calculate your score for this grade category.**

**RESEARCH REQUIREMENT (2.5%)**

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.

- 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 on Blackboard (Syllabus tab).

EXTRA CREDIT

There are no other extra credit opportunities. Do not email me at the end of the semester to inquire about ways to improve your grade.

ATTENDANCE

Student attendance and participation is critical to each student’s learning and to the learning of his or her classmates. Thus, all students are expected to be in class every day for the full class period, prepared, and engaged. Tardiness and absences will have a meaningful negative impact on your course grade. If you are absent from class, it is your responsibility to find out from a classmate what you missed (both course material and announcements). I do not provide slides for missed classes, but I am happy to answer any question you have about the missed material.

ELECTRONICS POLICY

Based on the evaluations and comments from previous students I will NOT allow the use of laptops, cell phones or any other electronics in my class, as they are the #1 distraction. Print out the slides, fill in the blanks and take additional notes. This is the best preparation for exams. Research shows that taking notes by hand is more beneficial: http://journals.sagepub.com/doi/abs/10.1177/0956797614524581

SYLLABUS CHANGE POLICY

I reserve the right to make changes to the content and scheduling of topics, readings, assignments, etc. If changes are made, I will post them on Blackboard with sufficient notice.

SPECIAL ACCOMODATIONS

If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS), http://ods.gmu.edu. All academic accommodations must be arranged through the ODS. Special accommodations cannot be granted until I receive the appropriate form. Students with religious conflicts have to notify me within one week of the first day of class as well. Otherwise, special accommodations cannot be granted. Calendar of Religious Holidays: http://ulife.gmu.edu/calendar/religious-holiday-calendar/.
INCLEMENT WEATHER POLICY & CAMPUS EMERGENCIES

We will operate in accordance with official University decisions about cancellations. Information regarding weather-related changes in the University’s schedule will be provided on the GMU website and via Mason Alert (sign up at https://alert.gmu.edu). If class is cancelled, please check Blackboard/your email for information regarding course schedule adjustments.

COMMUNICATIONS

Any announcements from me will be sent to your GMU email account via Blackboard and will include “MKT 301/303” in the subject line. It is your responsibility to check Blackboard regularly for announcements and the addition of any course materials.

Before contacting me with any question(s), please read through the syllabus and project description. If you should still have questions, interests or concerns, please do not hesitate to contact me. Include “MKT 301/303 and your section #” in the subject line. If you like to schedule a meeting, I am usually in office every day from Monday- Friday. Suggest two specific times and I let you know which one works best. Students must use their GMU email account to receive important University information, including messages related to this class as per university policies. This is mandatory in order to comply with student privacy laws (see http://masonlive.gmu.edu for more information). Professional communication is required. Appropriate addresses are Dr. Hock or Professor Hock.

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
- **Counseling and Psychological Services (CAPS)**: (703) 993-2380; http://caps.gmu.edu
- **Learning Services**: http://caps.gmu.edu/learning-services
- **University Career Services**: http://careers.gmu.edu
- **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.

HONOR CODE

Faculty are obligated to submit any Honor Code violations or suspected violations to the Honor Committee without exception. Failure to abide by the George Mason University Honor Code in any class activity will result in penalties in accordance with University policy, http://oai.gmu.edu/the-mason-honor-code-2/
<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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</thead>
<tbody>
<tr>
<td>Plagiarism</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>
</tr>
<tr>
<td></td>
<td>1. Failure to cite/attribute sources</td>
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<td></td>
<td>2. Representing someone else's work as the student's own (e.g., copying and pasting)</td>
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<tr>
<td>Cheating</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></td>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
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<td></td>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</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>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
READINGS

Key: [A] = Article (PDF on Blackboard); [C] = Case/Note (in Coursepack)

Week 1 (1/25/19): Syllabus / What is Marketing
- Syllabus

Week 2 (2/1/19): What is Marketing Strategy / What is a Marketing Plan

Week 3 (2/8/19): STP Analysis / Branding

Week 4 (2/15/19): Project Day (meet with your group in class), No Readings, No Assignment

Week 5 (2/22/19): EXAM I (all materials so far are relevant)

Week 6 (3/1/19): No Class, No Readings, No Assignment

Week 7 (3/8/19): 4P’s: Product & Price

Week 8 (3/15/19): No Class, No Readings, No Assignment (Spring Break)

Week 9 (3/22/19): Project Day (meet with your group in class)

Week 10 (3/29/19): 4P’s: Place & Promotion
- [A] “Online Shopping Isn’t as Profitable as You Think”, by Darrell Rigby in HBR Digital Articles, 8/21/2014, 2-4.

Week 11 (4/5/19): EXAM II (not cumulative; all materials since Exam I are relevant)

Week 12 (4/12/19): Consumer Behavior / Marketing & Consumer Ethics

Week 13 (4/19/19): Buffer Day / Project Day (meet with your group in class)

Week 14 (4/26/19): EXAM III (not cumulative; all materials since Exam II are relevant)

Week 15 (5/3/19): No Class, No Readings, Group Project Due at 9:00am (morning)
<table>
<thead>
<tr>
<th>CLASS</th>
<th>TOPIC</th>
<th>READINGS</th>
<th>DELIVERABLE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Syllabus</td>
<td>Syllabus</td>
<td>Find groups by the end of class</td>
</tr>
<tr>
<td>1/25/19</td>
<td>What is Marketing?</td>
<td>[A] “Rethinking Marketing”</td>
<td>Decide on firm (by 1/28)</td>
</tr>
<tr>
<td>Week 2</td>
<td>What is Marketing Strategy?</td>
<td>[C] “Marketing Analysis Toolkit: Situation Analysis”</td>
<td>Create marketing plan template</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[C] “Marketing Analysis Toolkit: Customer Lifetime Value Analysis”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>[C] “Abercrombie &amp; Fitch: Is it Unethical to be Exclusive?”</td>
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</tr>
<tr>
<td>Week 3</td>
<td>STP Analysis</td>
<td>[A] “How Do Trends Happen?”</td>
<td>Abercrombie &amp; Fitch assignment (7:30 / 10:30am)</td>
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<tr>
<td>Week 4</td>
<td>Project Day</td>
<td>Meet with your group in class to make progress on project</td>
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<tr>
<td>2/15/19</td>
<td>EXAM I</td>
<td>EXAM I</td>
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<tr>
<td>Week 5</td>
<td>EXAM I</td>
<td>NO CLASS (Spring Break)</td>
<td>NO CLASS (Spring Break)</td>
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<tr>
<td>2/22/19</td>
<td>NO CLASS</td>
<td>NO CLASS (Spring Break)</td>
<td>NO CLASS (Spring Break)</td>
</tr>
<tr>
<td>3/1/19</td>
<td></td>
<td>[A] “Online Shopping Isn’t as Profitable as You Think”</td>
<td>Begin “Place Strategy” and “Promotion Strategy”</td>
</tr>
<tr>
<td>Week 7</td>
<td>4P’s: Place &amp; Promotion</td>
<td>[A] “Ethics Articles”, collection of six short popular press articles</td>
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<td>3/8/19</td>
<td></td>
<td>EXAM II</td>
<td>Ethics assignment (7:30 / 10:30am)</td>
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<tr>
<td>Week 8</td>
<td>NO CLASS (Spring Break)</td>
<td>EXAM II</td>
<td>Begin “Competitor Reaction”</td>
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<td>3/15/19</td>
<td></td>
<td>NO CLASS (Spring Break)</td>
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<tr>
<td>Week 9</td>
<td>Project Day</td>
<td>Meet with your group in class to make progress on project</td>
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<td>3/22/19</td>
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<tr>
<td>Week 10</td>
<td>4P’s: Place &amp; Promotion</td>
<td>If one of the classes so far got cancelled, we will use today to catch up on lecture material. If not, meet with your group in class to make progress on project.</td>
<td>Begin “Place Strategy” and “Promotion Strategy”</td>
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<tr>
<td>3/29/19</td>
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<tr>
<td>Week 11</td>
<td>EXAM II</td>
<td></td>
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<tr>
<td>4/5/19</td>
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<tr>
<td>Week 12</td>
<td>Consumer Behavior</td>
<td>[A] “Ethics Articles”, collection of six short popular press articles</td>
<td>Ethics assignment (7:30 / 10:30am)</td>
</tr>
<tr>
<td>4/12/19</td>
<td>Marketing &amp; Consumer Ethics</td>
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<td>Begin “Competitor Reaction”</td>
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<tr>
<td>Week 13</td>
<td>Buffer day / Project Day</td>
<td></td>
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<tr>
<td>4/19/19</td>
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<tr>
<td>Week 14</td>
<td>EXAM III</td>
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<td>4/26/19</td>
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<tr>
<td>Week 15</td>
<td>NO CLASS</td>
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<tr>
<td>5/3/19</td>
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<td></td>
<td>Submit Marketing Plan (9:00am, morning)</td>
</tr>
</tbody>
</table>

1 The instructor reserves the right to alter the topics, readings and in-class assignments to facilitate learning and in response to unexpected events.