### Principles of Marketing 301-005 Syllabus

**Shaun Dakin**

**Tuesday 4:30 – 7:10 PM UH 1200**

Mr. Shaun Dakin, MBA – *Thunderbird School of Global Management*

**Office:** I do not have an office. If you would like to meet with me before class on Tuesday’s we can arrange to meet in UH. Please email me to do so.

**Phone:** (703) 829-0854 (mobile) > Call between 9 AM and 5 PM

**E-mail:** sdakin@gmu.edu

**Website:** We will use Blackboard for this class. If you are properly registered for the class you should see an entry for this course.

**Twitter:** I’ve also set up a Twitter Account for this class. It is required, I recommend that you sign up for Twitter and “follow” this Twitter Account @DakinMarketing → https://twitter.com/DakinMarketing

**Connect Textbook Website:** The publisher provides significant additional content via its Connect website, and there will on-line quizzes and exams that will be completed on this website. This material will be accessed via BlackBoard as Connect and Blackboard are now integrated.

Connect is designed to help you master the material in the book more effectively. We will be using this throughout the course. Some of the features are:

- An interactive student tool kit
- Multiple-choice questions
- LearnSmart
- Video simulations and Videos

**Questions?** Please go to this website to learn more → http://www.connectstudentsuccess.com/

**Watch this video** → http://create.mcgraw-hill.com/wordpress-mu/success-academy-student/what-is-connect-s2s-video/-UCbY9WOe4e0
NOTE: You will be required to use Connect. If you have a used book, you will need to purchase access to Connect separately. If you have a new book you will have access to Connect.

Office Hours: Tuesday’s at 4 PM (Appointments are always recommended.)

Text: Marketing, 3/e, Grewal & Levy. Other required readings will be posted on the class website and Twitter Account. At the Bookstore this comes with a Connect Access card you will need for the course. If you buy a copy elsewhere, be sure you are getting correct edition and that it includes the Connect Access card. Other required readings, videos or websites will be posted on the class website and twitter. (NOTE: These activities may be used in the quizzes)

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.

Course Objectives and School of Management Learning Goals

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

1. Our students will be competent in their discipline.

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.

2. Our students will be aware of the uses of technology 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.
3. **Our students will be effective communicators.**

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.

4. **Our students will have an interdisciplinary perspective.**

Introductory marketing draws upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics.

5. **Our students will be knowledgeable about global business and trade.**

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.

6. **Our students will recognize the importance of ethical decisions.**

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.

7. **Our students will be knowledgeable about the legal environment of business.**

The chapter “Analyzing the Marketing Environment” includes an overview presentation of the major regulatory and legislative initiatives that impact marketing practice.

8. **Our students will be knowledgeable about team dynamics and the characteristics of effective teams.**

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.

9. **Our students will understand the value of diversity and the importance of managing diversity in the context of business.**

Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

10. **Our students will be critical thinkers.**
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.

**Student Responsibilities:** For a summary of relevant university policies, see:


**Course activities and daily processes:**

Read assigned readings and complete Connect activities prior to attending class. For tests, **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 3 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 makeup:**

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 and C or better in ECON 103 and ACCT 203. Students are not officially added or dropped from a course section until the drop or add slip is processed by the Registrar.

**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. Please take care of this during the first two weeks of the semester.
Community Standards of Behavior:

The mission of the School of Management 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.

George Mason University Honor Code:

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that students are also evaluated individually. 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.

Please read:

http://academicintegrity.gmu.edu/honorcode

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

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.

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.

Classroom Professionalism and Civility:

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?

Late Work:

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

Grading Methods and Requirements:

For more information regarding grading policies, class attendance and the Honor Code, see http://www.gmu.edu/catalog/apolicies/index.html

My expectations of you:

1. You are capable of functioning as an independent learner, i.e. you can read the textbook, learn from it and will ask questions about the things you do not understand.
2. You are capable of being a team player and are able to work out disagreements among fellow teammates.
3. You are capable of balancing the demands of work, personal life and multiple courses.
4. You respect the GMU Honor Code and will abide by it.
5. You will do the assigned reading and online assessments in advance of class.
6. You will be able to devote 5 to 7 hours per week to reading and preparing for this class.

In addition, you will practice the kinds of skills necessary in marketing through the assignments and class work including:

- Working in small groups to address marketing issues
- Problem solving, individually and in small groups
- Business writing
- Basic research capabilities pertaining to marketing and marketing decision-making.
Marketing is a discipline with a great deal of interaction with the external environment of a business. As such, marketing practices demonstrate a company’s behaviors and beliefs to consumers, suppliers, shareholders and other stakeholders. It is critical that marketers act ethically and assume a leadership role in business ethics. Ethics in business – particularly ethics in marketing – will be an emphasis.

**Attendance**

You will not be able to get an A or B in this course without attending class regularly. Much of the material on the course exams will come from class lectures and discussions. You can only do well on the exams by attending class regularly.

**Teams**

Several assignments will be conducted through team efforts. These assignments include 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 teamwork.

**Grading Points**

The final grade in this class will be based on the following items totaling 1,000 points:

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exams: All Multiple Choice</td>
<td>605</td>
</tr>
<tr>
<td>Exam I: 210 (50 Questions, plus extra credit)</td>
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<tr>
<td>Exam II: 210 (50 Questions, plus extra credit)</td>
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<tr>
<td>Exam III: 210 (50 Questions, plus extra credit)</td>
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</tr>
<tr>
<td>Quizzes (best 4 of 5): (30 points each, 10 Questions, plus extra credit)</td>
<td>120</td>
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<tr>
<td>LearnSmart (10 @ 10 points each)</td>
<td>100</td>
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<tr>
<td>Marketing Plan report and Presentation</td>
<td>100</td>
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<tr>
<td>Class participation</td>
<td>50</td>
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<tr>
<td>Research</td>
<td>25</td>
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</tbody>
</table>

Grading scale:

960+ A +
940 - 950 A
900 - 930 A -
870 - 890 B +
830 - 860 B
800 – 820 B –
770 – 790 C +
700 – 760 C
600 – 690 D
< 600 F
# Class Schedule

**Note:** I reserve the right to adjust the syllabus content when necessary.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading – Additional Reading will be posted on BlackBoard And Twitter</th>
<th>Activity / Homework / Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/28</td>
<td>Introduction To Course</td>
<td>Chapter 1</td>
<td>Overview of Class</td>
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<tr>
<td></td>
<td>Overview Of Marketing</td>
<td></td>
<td>LearnSmart Assessment 1</td>
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<tr>
<td></td>
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<td><em>NOTE: Many of the assessments, quizzes, exams, etc.. will be online in the textbook Connect website available via BlackBoard.</em></td>
<td>How to use connect online “quiz”</td>
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<td>Watch the connect video introduction for students</td>
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<tr>
<td>9/4</td>
<td>Marketing Strategies</td>
<td>Chapters 2 and 4</td>
<td>LearnSmart Assessment 2</td>
</tr>
<tr>
<td></td>
<td>The Marketing Environment</td>
<td></td>
<td>Quiz I (Chapters 1, 2, 4)</td>
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<tr>
<td></td>
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<td><em>NOTE:</em> LearnSmart assessments will be due <strong>BEFORE</strong> class.</td>
<td><em>(Available starting at 8 PM class day 9/4 and no longer available 9/6 at 9 AM)</em></td>
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<td></td>
<td></td>
<td>Each Quiz will be completed <strong>AFTER</strong> class. You will have approx 1.5 days to complete the quiz once the lecture is over. <strong>Once you start you will have 30 minutes to complete the quiz.</strong></td>
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<tr>
<td>9/11</td>
<td>Consumer Behavior</td>
<td>Chapters 5 and 7</td>
<td>Guest speaker – Bounacos (ok)</td>
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<td>Global Marketing</td>
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<td>Form teams</td>
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<td></td>
<td>LearnSmart Assessment 3</td>
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<td></td>
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<td></td>
<td>Quiz II (Chapters 5, 7)</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Activity / Homework / Testing</td>
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<td><strong>Exam I</strong> (Chapters 1, 2, 4, 5, 7 plus assigned articles and homework)</td>
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<td>9/18</td>
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<tr>
<td>9/25</td>
<td>Segmentation, Targeting And Positioning.</td>
<td>Chapter 8</td>
<td><strong>Select report topics by this date.</strong></td>
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<td></td>
<td><strong>LearnSmart Assessment 4</strong></td>
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<td></td>
<td><strong>Guest Speaker – Wright</strong></td>
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<tr>
<td>10/2</td>
<td>Marketing Research</td>
<td>Chapter 9</td>
<td><strong>LearnSmart Assessment 5</strong></td>
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<td></td>
<td><strong>Guest Speaker – Sando (ok)</strong></td>
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<tr>
<td>10/9</td>
<td>Products, Branding And Packaging</td>
<td>Chapter 10 and 11</td>
<td><strong>Guest Speaker – Young (ok)</strong></td>
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<td></td>
<td>Developing New Products</td>
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<td><strong>LearnSmart Assessment 6</strong></td>
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<td></td>
<td><strong>Quiz III</strong> (Chapters 8, 9, 10, 11 plus assigned articles and homework)</td>
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<td><em>(Available starting at 8 PM class day and no longer available)</em></td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading – Additional Reading will be posted on BlackBoard And Twitter</td>
<td>Activity / Homework / Testing</td>
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<tr>
<td>10/16</td>
<td>Pricing</td>
<td>Chapter 13 and 14</td>
<td>LearnSmart Assessment 7</td>
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<td></td>
<td>Quiz IV (Chapters 13, 14 plus assigned articles) (Available starting at 8 PM class day and no longer available two days after at 9 AM)</td>
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<tr>
<td>10/23</td>
<td>Marketing Ethics Services</td>
<td>Chapter 3 and 12</td>
<td>LearnSmart Assessment 8</td>
</tr>
<tr>
<td>10/30</td>
<td>Exam</td>
<td></td>
<td>Exam II (Chapters 3, 8, 9, 10, 11, 12, 13, 14 plus assigned articles and homework)</td>
</tr>
<tr>
<td>11/06</td>
<td>Supply Chain Management, Retailing</td>
<td>Chapters 15 and 16</td>
<td>LearnSmart Assessment 9</td>
</tr>
<tr>
<td>11/13</td>
<td>Integrated Marketing Communication Advertising And Sales Promotion</td>
<td>Chapters 17 and 18</td>
<td>Guest Speaker - Mejia</td>
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<td></td>
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<td></td>
<td>LearnSmart Assessment 10</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Quiz V (15, 16, 17, 18 plus assigned articles)</td>
</tr>
</tbody>
</table>
### Date | Topic | Reading – Additional Reading will be posted on BlackBoard And Twitter | Activity / Homework / Testing
---|---|---|---
| | | (Available starting at 8 PM class day and no longer available two days after at 9 AM) | 
11/20 | Team Presentations | | 
11/27 | Team Presentations | Review for final exam | 
| | | | 
12/4 | FINAL EXAM | | 
12/08 | LAST DAY OF CLASSES | | 

**MARKETING PLAN (worth 100 semester points)**

Each team will prepare and present a written marketing plan for a brand the team agrees upon, with the approval of the course professor. Half of your Marketing Plan grade will be based on an in-class presentation comprised of a 10-minute PowerPoint presentation and 5 minutes of questions from the class and the course instructor. All students will stand in front of the class and all must speak.

The following are examples of marketing plans of the type I hope you will be inspired to tackle. Other topics will be considered but they must receive be approved and no duplicate marketing plan topics are allowed.

<table>
<thead>
<tr>
<th>Bitcoin</th>
<th>Reputation.com</th>
<th>Arlington Bikeshare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smashburger</td>
<td>Fiskar Karma</td>
<td>jive.com</td>
</tr>
<tr>
<td>inkling</td>
<td>100 Montaditos</td>
<td>Rolling Stone</td>
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<tr>
<td>Advent Funeral</td>
<td>REI Outfitters</td>
<td>Jersey Mike’s SUBS</td>
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<tr>
<td>Bobby's Burger Palace</td>
<td>Vehix.com</td>
<td>RAV-Tesla</td>
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<tr>
<td>Amazon Kindle</td>
<td>HSBC</td>
<td>Skype</td>
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<tr>
<td>Zynga</td>
<td>Yandex</td>
<td>Galaxy Tab</td>
</tr>
<tr>
<td>Angies List</td>
<td>Gulfstream G450</td>
<td>Craigslist</td>
</tr>
<tr>
<td>laptocopsoftware</td>
<td>flickr</td>
<td>Crown Verity</td>
</tr>
<tr>
<td>Ally Bank</td>
<td>Price Waterhouse</td>
<td>Accenture</td>
</tr>
<tr>
<td>Booze Allen Hamilton</td>
<td>WalMart Videos</td>
<td>ProPublica</td>
</tr>
<tr>
<td>Baker Tilly</td>
<td>Poetry Foundation.org</td>
<td>LG 4K TV</td>
</tr>
</tbody>
</table>
RESEARCH REQUIREMENT (25 of semester points)

As scholars and educators in the School of Management, we should strive 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 validity. To this end, students must learn the relevance of research to management practice. We believe this is accomplished through direct experience with academic management 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.

**Two Options for Research Credit:**

**Option 1: Experiments.** Sign-up and attend a one-hour experiment. Each of these experiments is worth 2.5% of your final grade. Information and sign-ups for the experiments will be posted on the Experimetrix 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 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. 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 allowed to participate in that experiment again.

**Option 2: Research Lectures.** If you would prefer not to participate in experiments or there are no other experiments for you to participate in, you may also attend a one-hour lecture to fulfill the research credit. You will earn 2.5% for the lecture. 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 Experimetrix website.

**WHAT YOU NEED TO DO:**

1. In order to get research credit in this course, you must go to the following website:

   experimetrix.com/gmusom

2. Click “New User Registration” to create a username and password (simply log in if you have already registered on Experimetrix for a different SOM class in a previous semester). YOU MUST USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. Once your account is created, your logon information will be e-mailed to you.

4. When you receive the e-mail you need to Log In to the system, select “Edit your Course Selection” and pick what course you are in (MKTG or MGMT 301 or both). You may then sign up for experiments as they are available.

5. You will see your credit appear on Experimetrix (the green number) approximately 1-2 days after you have completed an experiment or lecture. You need one for each class you are enrolled in.

   **If you have registered for MGMT 301 in a previous semester, you should use the same login information and do not need to re-register**

**Semester timeline**

August 27th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

September 10th --MANDATORY: **All students must be registered on Experimetrix by this date!**

December 3rd: Last day to participate in experiments/lectures *if available* (Please note: There is no guarantee experiments will be available on this date).

December 5th: 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 Help Me (FAQ) page on: experimetrix.com/gmusom

**Final exam:**

The final exam for this course will be given on Tuesday, December 4th, 2012 at 4:30 PM ET. Please plan your life accordingly. Please note the dates for the final and mid-term exams. **If your schedule cannot accommodate these exams do not take this course.**

**Communication:**
I have found that the most useful way to communicate with me is via email. All email should be from your GMU email address and messages should include your course and section. I commit to respond within 24 hours M-F, if not sooner.

**Lecture Notes:**

I will post PowerPoint slides from the lecture on BlackBoard the **day after the lecture**.

**Homework / Connect Quizzes:**

Before each class where it is indicated you will be expected to have completed a Connect LearnSmart, Quiz or interactive assignment from each chapter that we will discuss. The interactive assignments are important at helping you bring all the material that you are learning together for your understanding.

**These assignments are graded.** However, the purpose of the LearnSmart online assessments is for you to learn and to get 100% of the answers correct. My expectation is that you do not submit your assessment until you get 100%.

**Exam philosophy:**

You should expect these kinds of questions on exams:

1. Questions to determine if you have read assigned material. This applies particularly to articles posted for class discussion as well as interactive features on the textbook website and information posted to Facebook and Twitter.
2. Vocabulary – Do you understand the meaning of terms and concepts?
3. Concept understanding – Can you apply a concept to a particular set of facts? These can be difficult questions. Sometimes more than one answer may seem appropriate. Remember that you are always looking for the single best answer.
4. There will be at least one question on the mid-term exams taken from the syllabus.

**Note:** Exams and quizzes will cover all assigned reading and homework through the date of the quiz or exam. Sometimes you will be tested on material that has not been discussed in class. If you do not understand concepts that are assigned but not discussed in class, be sure to ask questions about them.

**Class participation:**

Class participation points are based on active participation in class discussion. Attending class regularly will not produce participation points. You cannot earn all of your participation points by speaking a lot in a few classes. **Full participation points require that you ask thoughtful questions throughout the semester.**

*Some forms of behavior, i.e. sleeping in class, reading a newspaper or magazine, socializing on social networks, playing with your Smart Phone or leaving at the break may result in negative class participation points.*
I know that everyone has a life and that you have to make choices about your time. But we have a lot of material to cover and class time is precious. If you are unable to attend class or choose not to come, you do not need to notify me. I don’t give excused absences. **It is much easier to deal with special situations before they occur than afterwards.** Please come to me during the first two weeks of class to discuss any problems you have regarding sports teams, religious holidays or school related activities.

If you miss a class, please don’t stop me before or after the next class and ask, “Did I miss anything?” Yes, you missed a class worth of material and you should see one of your teammates to get copies of his or her notes.

If you miss more than one quiz or team activity or are unable to take one of the mid-term exams and wish to request a make-up test, you must bring me documentation supporting your illness, jury duty or special situations. Notes from mothers and bosses are not acceptable. If you are sick and feel you cannot attend a class but do not have a regular doctor, consider visiting the GMU Student Health Service (Student Union Building I) and seeing one of the nurse practitioners for a medical excuse.

**Other policies:**

There are notes posted on the class website regarding team and class policies. From time to time I may post additional notes on the website. *All of these items are to be considered a part of this syllabus.*

**Extra credit:**

Each quiz will include questions taken from **articles posted to Twitter** for that period. Thus it is possible to earn extra credit on the quizzes. From time to time I may also give small additional extra credit opportunities. These will be announced in class and will not be listed on the website.

**Classes start and end on time:**

Out of courtesy to your peers, students are expected to be in class on time and to remain for the entire class period. Multiple late arrivals are not acceptable.

*Arriving late or leaving early will negatively affect your grade.*

**Keep copies:**

Please keep an electronic copy of anything you submit for this class. Several hundred papers cross my desk each semester and once or twice I have misplaced one. Please have a back-up available should that occur.

**Grades:**
I cannot grade input, i.e. how much work you put into the class. I can only grade output, your quizzes, tests and team activities. Note that I consider a B to be an excellent grade as does the School of Management and the University.

Announcements and schedule changes:

Because life happens (guest speakers cancel, classes are cancelled because of bad weather, I get sick, etc.) it may sometimes be necessary to make changes in the course calendar. These changes will be posted on the class website. Please check the class website at least once a week.

Religious holidays, sports, forensics and school related activities:

If you expect to be absent during the semester for any of these reasons, please notify me during the first two weeks of the semester. Note that the University distinguishes between holidays which various religions classify as non-work days and those that permit work on the holiday. To view the official list of recognized holidays go to http://ulife.gmu.edu/religious_calendar.php.

A note to late comers:

If you join this class late you are at a disadvantage. Be aware of that coming in. It is your responsibility to contact me via email to be assigned to a team. If you join the class after the first two meetings you will have missed the first quiz and possibly the first team assignment. The quiz cannot be made up, although you do get to drop one quiz.

Alerts:

Please sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu

Emergency: An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists at: http://www.gmu.edu/service/cert/

The Essence of Marketing

Marketing professionals are charged with the responsibility to attract, retain and grow relationships with customers, suppliers and enterprise facilitators, consistent with organization-wide objectives. Marketing success is rooted in understanding and assuring customer satisfaction by creating and delivering value to selected target clients.

Marketing practitioners translate consumers’ needs and preferences into products and services that add value to organizations’ offerings. Value creation is both easier and more challenging in a social media world. As consumers take center stage using new and 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 mouse click, IM, TXT, or GPS voice away.

As consumers actively search for alternatives, express their experiences through vibrant social networks, and dispense and gather information and images through easy to access world-wide and 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 businesses.

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 satisfaction is measured.