MKTG 301—PRINCIPLES OF MARKETING

This course presents an overview of marketing, including promotional activities, advertising, sales, and public relations. It focuses on coordinating these activities into an effective campaign to stimulate demand for a product, service or business. This course will help you to understand and influence consumers as well as be a better, more proactive consumer.

Fall 2012 • Session 007 • CRN 72235 • East Bldg. 201 • 7:20-10:00pm Wednesday

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, capturing, delivering and communicating 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 one click or Tweet 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 worldwide 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 brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated. Based on that knowledge marketing practitioners develop strategies that create and add value for users, establish clear meaning for brands, distinguish them from competition, and assure consumer satisfaction. The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, analysis of competition, marketing research, market segmentation and competitive positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality as well as pricing, distribution, and promotion decisions that build customer satisfaction.

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

Majoring in Marketing

The study of marketing prepares students for a broad range of domestic and international career options. Opportunities are strong in marketing as technology firms, government agencies, the non-profit sector, manufacturing and service providers advance their efforts to be market- and customer-value driven. Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages, and culture.
COURSE OBJECTIVES

• Make sure, that as a Mason marketing major, you are prepared upon graduation to seek your place in the business world—making a significant contribution to advance the profession, ethically represent your company, and satisfy customers. Also, to make your school proud and pay-it-forward by helping others.

• Explore how the role of marketing has changed from the last century (12 years ago) and how it is likely to change in the next few years and beyond; and building marketing application skills by examining the practices of real-world organizations.

• Send you out with information to create an acceptable resume and interviewing techniques, and the confidence to land that first or next job. You are the product that you market.

• Span the contexts of product marketing, service marketing and idea marketing both for-profit and non-profit organizations, using the marketing mix and market-driven strategic planning, with emphasis on the role of technology.

• Develop marketing application abilities through teacher/student interaction & student/student collaboration to simulate the business-world dynamics of boss/employee & colleague/colleague interactions.

COURSE PREREQUISITES

Completion of at least 60 semester hours including ACCT 201 and ECON 103. This course requires a minimum grade of C to satisfy SOM degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Please direct questions to an academic advisor in ENT 008.

TEXT


This class will be using the CONNECT™ tool from the textbook’s publisher. Quizzes and assignments may be completed through CONNECT™ and students may take advantage of its supplemental tools for studying.

To register, login to the section’s web address http://connect.mcgraw-hill.com/class/f_kaplan_wed_720pm

ASSURANCE OF LEARNING

Documenting the extent to which this course is responsible for adding to your competence in the discipline is a keystone issue for the School of Management.

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 online quizzes, an in-class exam, a team written & oral presentation of a marketing plan, out-of-class research of marketing professionals, and class participation. The online assignments are based on Connect Marketing Internet activities and learning tools.

   For some students the course may 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 to view streaming media, including web-based narrated PowerPoint slides, 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 Power Point. 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, many chapters have 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 team project includes consideration for 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 practices.

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:


**My Expectations for You:** To arrive on time; be prepared; attentive; participate; stay the duration; and attend every class. You are all adults and will be treated as so. You will be treated as a marketing professional since you are one, will be one, or will interact with them. To be knowledgeable, inquisitive and interact respectfully with classmates, guests and me.
**Your Expectations for Me:** To arrive on time; be prepared; timely return assignments; impart academic principles & case studies, and contemporary practices that will prepare you for your next SOM class and/or job. To be knowledgeable and passionate about my experiences and the career of marketing. To inspire you to succeed at whatever you want.

**Course activities and daily processes:** Read assigned chapters prior to attending class. For quizzes, you are responsible for completing all by the dates in this syllabus. The final exam may include all assigned chapters (whether covered in class or not), materials in the text, lectures, presentations, guest speakers’ comments, videos, and in-class discussions. If there is a definition, concept or anything you do not understand, it is your responsibility to ask for clarification.

**Exam Processes:** You will take one closed-book, closed-notes final exam on the date published herein. 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, computers, and similar tools. 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 make-ups:** Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute an acceptable basis for missing exam. 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. You now know the exam date so plan on it. No extra credit is offered to anyone. All students are graded with the same standard.

**Prerequisites and Registration:** Completion of at least 60 semester hours including ACCT 201 and ECON 103. This course requires a minimum grade of C to satisfy SOM degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Please direct questions to an academic advisor in ENT 008.

**Unforeseeable Circumstances:** Due to unpredictable weather, there may be a day when I am unable to attend class. During such a rare case, check your GMU e-mail throughout the day of class. Assume that there will be a substitute or guest lecturer unless I inform you differently by e-mail. Please afford any guests the same courtesy that is expected when I am there. If delayed, I will get word to the office.

**Disability:** Students with disabilities that require special accommodation should contact the Office of Disability Services, and also inform me of your needs within the first two weeks of the semester.

**Religion:** Students who will miss class for religious reasons should inform me of their anticipated absences during the first two weeks of the semester.

**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 be respectful with your verbal and non-verbal choices? If you use a laptop, iPad or similar device for taking notes, it is expected that you will be typing notes and not emailing or surfing the Web.

**Teams:** Some assignments may be conducted through group efforts. Teamwork is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team/class work. Like life, sometimes you have to lead and sometimes you have to follow—it’s important to know when.

**Late Work:** Written assignments may be delivered to the next class, with a 10% grade penalty. No assignments will be allowed beyond one class session past the original due date.

**Use of E-Mail:** Consistent with federal privacy laws, I do not respond to non-GMU e-mail with confidential information. I respond only to yourID@gmu.edu e-mail and I do not open attachments (unless I specifically request an attachment). Use plain text only.
Honor Code: Students are expected to follow the Honor System and Code as presented in the University’s publications. Assignments and exams that are determined to be in violation of University Honor Code with result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

http://catalog.gmu.edu/content.php?catoid=15&navoid=1039 - Honor

Cell Phones: Emergencies may require contacting you during class so cell phones and other electronic devices may be on but should be set to “vibrate” and then taken outside of the classroom to answer. These distractions during class should be kept to a minimum. If able, please turn phone off during class.

GRADED COMPONENTS

QUIZZES

10 x 20 points = 200 points (20%)

Ten quizzes of 10 questions each should be taken online through CONNECT. Each quiz may be taken up to twice and the highest score for that quiz will be posted on Blackboard. Quizzes MUST be completed by 7:15pm on due date listed. No late submissions or make-ups accepted.

INTERVIEW WITH A MARKETER

Written Paper 150 points (15%)

“Learn from those who have gone before you.” “Don’t make the same mistakes.” “No need to re-invent the wheel.” All good reasons for you to select a current marketing practitioner and interview him/her in-person for 20-30 minutes. We will discuss possible questions in class. Students should identify potential target(s) immediately and schedule an appointment with them.

On the due date (see in syllabus), you should turn in [not emailed] a TWO-PAGE, typed paper. Page ONE must include your name, and the name of the interviewee, title, company, their contact phone number & e-mail, relationship to you, how contacted, how long interview took, and where & when conducted. This page should succinctly recap the interview, using quotes & paraphrases, and observances of surroundings, and the overall experience. Which “P” of the “marketing mix” is most important to their business? Page TWO should explain, “What you learned” from this person and how it will/may affect your feelings about marketing—such as: what you may want to do in marketing; their influence as to what types of companies for whom to work; whether this person is a good contact for future networking; confidence in your choice of marketing as a major and as a career.

This paper is NOT to be a transcript of questions and answers. It is to relate the conversation you had with the marketer. It should reflect how their answers may or may not impact your job or career plans. The questions you ask them should be ones that will also help clarify things for you. You may use quotes or paraphrase but all should be put into context of their current position and what you’ve learned from this experience. Be realistic but think big!

FINAL EXAM

225 points (22.5%)

There will be a final exam at the send of the semester covering the textbook, lectures, class discussions, multi-media shown, handouts, and comments by guest speaker(s) are also likely to be on the exams. Though some chapters assigned may not be discussed in class, students are still responsible for the content. Exams are closed-book, no notes; and multiple-choice and/or true-false questions—so bring a Scantron and pencils.
CLASS PARTICIPATION

100 points (10%)  
Your in-class efforts will be evaluated by the instructor so don’t be shy. Marketing is about communicating. This class will be interactive & lecture. Effective written and oral communications are essential to promote anything successfully, including yourself. Think creatively, plan strategically, present passionately, and have fun! Shared experiences, probing questions and respect for the opinions of others will make this a rewarding course for all.

Your questions, answers and contributions during discussions will help distinguish you in my assessment. If, by the end of the semester, I don’t recall your name because you haven’t participated, then you will have squandered the points available in this category. Get engaged!

RESEARCH EXPERIENCE

25 points (2.5%)  
Students should be able to understand where research is used, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience. In order to give you first-hand exposure to the research process, you will be exposed to academic research in progress at the School of Management. This research requirement is a mandatory part of all MKTG 301 classes.

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 several times during 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).

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

**MARKETING PLAN—Team Project**

_Update 100 points (10%) and Final Presentation 200 points (20%) = 30%

Marketing is not for the meek. You must be demonstrative if shy and persuasive if uncertain. Public speaking can be scary but it’s a necessary skill that you can learn and practice. Early in the semester, we will select 10 teams of up to 7 students each. Each team will work together to research, write and contribute its section to the final presentation. There will be captains for each team, as well as a Project Manager to coordinate all captains. These folks will receive extra consideration towards their "Class Participation" grade.

Will have a unique opportunity to make this more than an exercise since our project’s topic will be the MBA Program of the School of Management at George Mason University. The marketing plan delivered will be used [in whole or part] by SOM to increase enrollment—so this will have a practical application. A marketing plan template will be provided under “Course Content” on Blackboard. This should be used as a guide but edit where you need. The point is to have a consistent document that leads the reader from your research through conclusions and recommendations.

At the “Oral Update Presentation,” each team will have up to 15 minutes for each member to address the class as to their progress/findings and answer questions. This will be worth 100 points (10%) of final course grade. Grading will be the same for all teammates UNLESS it’s obvious to me or made known by you that some members did a lot more or a lot less than others.

Near the end of the semester, all teams’ sections of the written plan will be submitted with appropriate appendices and footnotes; a week provided for tweaking and assembly; and then the final written plan and oral presentation will be given in class, with SOM reps in attendance.

You will apply course concepts and frameworks to understand the MBA program’s history, current market position, and recommendations to improve its position. Demonstration of analysis to justify recommendations for increasing market share and reaching anticipated goals is critical.

Being a university marketing student, you should have at least basic [and hopefully, advanced] skills at creating Word documents and Power Point presentations. This project may require that each team contribute a Word and/or Power Point version of their section towards the final product.

The final written plan, Power Point and oral presentation will be worth 200 points (20%) of final course grade. All teammates should participate equally. Grading will be the same for all teammates UNLESS it’s obvious to me or made known by you that some members did a lot more or a lot less than others. For the final presentation, that team may use notes and handouts. The presentation should be organized, insightful and convincing. Look out into the eyes of your audience, be passionate and speak confidently. Craft a story they can follow, accept and support.
MARKETING PLAN ELEMENTS & TEAMS (in bold)

Executive Summary  
Business Mission & Objectives—graduate business education  
Competitive Markets—domestic & foreign  
SWOT Analysis I—strengths & weaknesses  
SWOT Analysis II—opportunities & threats  
Product  
Promotion I—creative & public relations  
Promotion II—promotions, sponsorships, events  
Pricing  
Placement  
Marketing Strategy—(segmentation, targeting, positioning)—recommendations & Exec. Summary  
Implementation/Action Plan—tactics  
Evaluation & Control  
Presentation—written Executive Summary & assembly  
Presentation—Power Point & oral

TEAMS  
Identify team captains

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comp. D&amp;F</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWOT S&amp;W</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWOT O&amp;T</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion I</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion II</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Placement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategy/Recs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pres—written</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pres—PP/oral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Manager</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SEMESTER GRADING SCALE:

Overall course grade will be based on:

- Research Experience: 25 points (2.5%)
- Quizzes: 200 points (20%)
- Interview With A Marketer Paper: 150 points (15%)
- Team Project: Oral update presentation: 100 points (10%)
- Team Project: Final written & oral PP presentation: 200 points (20%)
- Final Exam: 225 points (22.5%)
- Class Participation: 100 points (10%)

TOTAL: 1000 points

Point scale for the above and final grade:

<table>
<thead>
<tr>
<th></th>
<th>200pts.</th>
<th>225pts.</th>
<th>150pts.</th>
<th>100pts.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90%-100%</td>
<td>180-200</td>
<td>202-225</td>
<td>135-150</td>
</tr>
<tr>
<td>B</td>
<td>80%-89%</td>
<td>160-179</td>
<td>180-201</td>
<td>120-134</td>
</tr>
<tr>
<td>C</td>
<td>70%-79%</td>
<td>140-159</td>
<td>157-179</td>
<td>105-119</td>
</tr>
<tr>
<td>D</td>
<td>60%-69%</td>
<td>120-139</td>
<td>135-156</td>
<td>90-104</td>
</tr>
<tr>
<td>F</td>
<td>Below</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TIPS:

- For all written assignments: Yes, neatness counts. You are a university student and marketer. Presentation makes an impression. Be sure that all assignments turned in are typed (single-spaced, standard margins), stapled, and your name at the top of every page. Use a dictionary & style guide; turn on Spell Check: and review for proper spelling, grammar and punctuation.

- Guest lecturers may visit so be on time, pay attention, ask probing questions, and take advantage of their experiences. Be smart and do some advance research on the person and their company.

- Start thinking about a SWOT analysis for everything in your life. When you’re stopped at a traffic light…what’s the SWOT for that store on the corner? You’re thinking about going out on a date…what’s the SWOT for deciding to go or not? You watch a TV commercial…what’s the SWOT for that product?

- Be aware of your “news” world. Reading headlines on your browser’s home page aren’t enough and Jon Stewart’s perspective isn’t the full story. Watch cable news; listen to talk radio; read newspapers; know current events.

- Be aware of your “promotional” world. Watch TV commercials; scrutinize ads; go to movies; read magazines, websites and blogs. Apply teachings from class to messages you observe. Share them with the class.

- Use what you learn in this course to promote yourself. You are the first product that you will market.
FALL 2012

August 29
IN CLASS: (guest speaker) Anne Fulton, Publisher’s Rep, McGraw-Hill/Irwin for Connect intro
Introduction of the course, syllabus, goals, and expectations.
“Interview With a Marketer” tips
Discuss Chapter 1—Overview of Marketing

AFTER CLASS: Make sure you have the textbook & gain access to Connect online
Think of questions for SOM guest about MBA program

As of August 27: Students can create usernames/passwords on Experimetrix and sign up when posted.
Sept. 4: Last day to add/drop class with no tuition liability

September 5
BEFORE CLASS: Complete quiz by 7:15pm for Chapter 1—Overview of Marketing
Read Chapter 2—Developing Marketing Strategies & Marketing Plan

IN CLASS: (guest) Erika Waxbom, SOM Assistant Director, MBA Programs
Discuss Chapter 2A—Appendix “Writing a Marketing Plan” & review online template
Discuss Chapter 2
Questions for Interviewing A Marketer assignment
Consider team/colleagues

By September 10: All students must be registered on Experimetrix

September 12
BEFORE CLASS: Complete quiz by 7:15pm for Chapter 2—Developing Marketing Strategies & Marketing Plan
Read Chapter 17—Integrated Marketing Communications

IN CLASS: Watch & discuss video: Jeans
Discuss setting teams
Discuss Chapter 17

AFTER CLASS: Set Project Manager/teams/meet

September 18: Last day to drop class with 33% tuition liability

September 19
BEFORE CLASS: Complete quiz by 7:15pm for Chapter 3—Marketing Ethics
Read Chapter 4—Analyzing the Marketing Environment

IN CLASS: Interview With a Marketer Paper DUE
Discuss Chapter 4
Watch & discuss video: Ford

September 26
BEFORE CLASS: Complete quiz by 7:15pm for Chapter 5—Consumer Behavior
Read Chapter 5—Consumer Behavior

IN CLASS: Discuss Chapter 5
Resumes, job interviews, business cards
Teams meet/set team captains
### September 28: Last day to drop class with 67% tuition liability

| October 3 | BEFORE CLASS: | Complete quiz by 7:15pm for Chapter 7—Global Marketing  
Read Chapter 8—Segmentation, Targeting, and Positioning |
|------------|---------------|----------------------------------------------------------|
| IN CLASS:  |               | Discuss Chapter 8  
Marketing Plan update/oral presentations DUE |

| October 10 | BEFORE CLASS | Complete quiz by 7:15pm for Chapter 9—Marketing Research  
Read Chapter 10—Product, Branding, and Package Decisions  
Read Chapter 11—Developing New Products |
|------------|--------------|----------------------------------------------------------|
| IN CLASS:  |               | Return Interview With a Marketer papers  
Discuss Chapters 10 & 11  
Teams meet |

| October 17 | BEFORE CLASS | Complete quiz by 7:15pm for Chapter 14—Strategic Pricing Methods  
Read Chapter 12—Services: The Intangible Product |
|------------|--------------|----------------------------------------------------------|
| IN CLASS:  |               | Discuss Chapter 12  
Watch & discuss video: McDonald’s  
Resume critiques & tips  
Job interview role-play |

| October 24 | BEFORE CLASS | Complete quiz by 7:15pm for Chapter 15—Supply Chain and Channel Management  
Read Chapter 13—Pricing Concepts for Establishing Value |
|------------|--------------|----------------------------------------------------------|
| IN CLASS:  |               | Discuss Chapter 13  
Watch & discuss video: Yelp  
Marketing Plan assembly |

<table>
<thead>
<tr>
<th>October 31</th>
<th>BEFORE CLASS:</th>
<th>Complete quiz by 7:15pm for Chapter 19—Personal Selling and Sales Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN CLASS:</td>
<td></td>
<td>NO CLASS—Independent Study</td>
</tr>
</tbody>
</table>

| November 7 | BEFORE CLASS | Complete quiz by 7:15pm for Chapter 18—Advertising, P.R., and Sales Promotions  
Read Chapter 18—Advertising, Public Relations, and Sales Promotions |
|------------|--------------|----------------------------------------------------------|
| IN CLASS:  |               | Discuss Chapter 18  
Guest Speaker—Helen Mitternight, Vanguard Communications |
November 14
BEFORE CLASS: Read Chapter 16—Retailing and Multichannel Marketing
IN CLASS: Discuss Chapter 16
Watch and discuss video: Dorito’s
Written Marketing Plan DUE

November 21: Thanksgiving Recess—NO CLASS

November 28
BEFORE CLASS: Rehearse oral presentation of Marketing Plan
IN CLASS: Oral Presentation of Final written Marketing Plan DUE
(guests) Kevin Rockmann, SOM MBA Academic Director, Associate Professor
Erika Waxbom, SOM Assistant Director, MBA Programs
Nicole Hitpas, SOM Marketing and Communications Manager

December 3: Last day to participate in experiments/lectures if still available.

December 5
BEFORE CLASS: Study for Final Exam
IN CLASS: Watch & discuss video: Taco Bell
Debrief/Review class
Return Team Projects
“8 Habits of Highly-Effective People” and “9 Beliefs of Remarkably Successful People”

December 12
BEFORE CLASS: Study for Final Exam
IN CLASS: Final Exam
AFTER CLASS: Celebrate your accomplishments—Good luck next semester!
ABOUT YOUR INSTRUCTOR

Ferris Kaplan has 25 years of senior marketing experience at large for-profit and nonprofit companies. He is currently a marketing consultant for Washington, DC area companies.

Most recently, he was the marketing & sponsorship director for Fair Oaks Mall in Fairfax, Virginia, for nearly 11 years. Fair Oaks is among the top 40 largest shopping centers in the nation, featuring five department stores and 190 specialty stores. He oversaw a full-time staff of four & a part-time staff of 12; and was in charge of all advertising, public relations, customer services, promotions, events, and the website (ShopFairOaksMall.com).

After earning a bachelor’s degree in Journalism and a master’s degree in Broadcasting, both from the University of Southern California, he taught there for two years while working at the National Broadcasting Co. in Burbank.

Mr. Kaplan worked in Los Angeles as a network and studio executive, buying, selling and programming television series and movies. At The Walt Disney Company he was in charge of sales administration for the world’s largest home video company. Mr. Kaplan oversaw an office staff of 19 to process more than $600 million of video sales generated by a national network of 35 salespeople.

In 1992, The Humane Society of the United States hired [ask him how] and moved Mr. Kaplan to Washington, DC to establish their marketing department. After three years of licensing nationally distributed merchandise, he was hired by the American Red Cross to establish their business development & marketing department. His team created and promoted new courses and products for the 1,600 Red Cross chapters nationwide. His favorite creation was “Pet First Aid,” a book that has sold more than 250,000 copies.

Mr. Kaplan then worked as Group Senior Vice President for Strategic Planning for the American Advertising Federation, an association of the nation’s largest advertisers, advertising agencies and media.

He has been a panelist and workshop presenter for many organizations; is a Certified Professional Resume Writer; chair of NVCC’s Marketing Program Executive Board; on the Marketing Advisory Board for Fairfax County Public Schools; on the Marketing Advisory Committee for the Fairfax County Convention & Visitors Corporation; and is a member of the Citizens Advisory Committee for the Fairfax County Police Department.

Mr. Kaplan has been an adjunct marketing professor at George Mason University since 2008; at Marymount University since 2011; and at Northern Virginia Community College since 2003. He writes a blog, “Marketing in the Real World” at http://wp.me/p1GRtQ-1P and his personal website is http://ferriskaplan.com.