MKTG 301: Principles of Marketing

SYLLABUS
Fall 2012

COURSE SECTION:  Section 008
MEETING TIME:  Wednesday, 4:30 – 7:10pm
LOCATION:  University Hall, Room 1200
FINAL EXAM:  Wednesday December 12th, 2011; 4:30 – 7:15pm

COURSE DESCRIPTION:  *Principles of Marketing* examines marketing principles, concepts, strategies, tactics, and analytical tools used by profit and nonprofit organizations to market ideas, products, and/or services to selected target groups. This course emphasizes how to promote, distribute, and price the firm’s offering in a dynamic economic, social, political, and international environment.

PREREQUISITES:  Must have at least sophomore standing
Completed Economics 103 and Accounting 203 with a C or higher

COURSE INSTRUCTOR:  Dr. Jessica Hoppner

OFFICE:  Enterprise Hall, Room 130
OFFICE HOURS:  Wednesday 2:00 – 3:30pm and by appointment
** Please email to schedule an appointment **

CONTACT INFORMATION:
TELEPHONE:  703/993-1796
EMAIL:  jhoppner@gmu.edu
** Subject line of your emails MUST include MKTG 301 **
COURSE MATERIALS:

TEXT:
** The book cover is white with a pair of blue jeans.

ARTICLES:
Popular press articles (e.g., Wall Street Journal, BusinessWeek, NY Times, Newsweek, etc.) for each topic will be posted on the course website by the Friday before the next scheduled class.

COURSE WEBSITE:
Blackboard 9.1 will be used frequently in this course. For example, class materials (e.g., articles and PowerPoint slides) will be posted under the course content tab, and discussion posts and homework assignments should be turned in under their respective tabs. This website can be accessed via mymason.gmu.edu. If you are properly registered for this class you should be able to click on the “courses” tab and find a listing for this class.

COURSE OBJECTIVES:
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 the development of a team-created marketing plan

By achieving these objectives, this course will address each of the following Learning Goals of the School of Management:

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.
CLASS STRUCTURE:

This course incorporates three basic approaches:

First, marketing concepts will be introduced through readings and lectures. The text provides a basic introduction to the concepts, and class lectures will be utilized to elaborate upon the information in the text.

Second, marketing concepts will be applied through discussion, class exercises, and homework assignments. Class discussions focusing on popular press articles will provide a critical avenue for to examine what firms are currently doing regarding marketing in the marketplace. Participation in class exercises will provide the opportunity to make marketing decisions in a case based scenario regarding a competitive environment. Homework assignments will reinforce the concepts introduced from the text/lectures and applied in discussion/class exercises.

Third, marketing concepts will be integrated within the development of a marketing plan. The marketing plan project will be completed in teams and focus on the current marketing environment faced by a company.

COURSE POLICIES:

ANNOUNCEMENTS AND UPDATES:
It is your responsibility to check Blackboard regularly for the addition of any supplemental course materials. Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account and will include “MKTG 301” in the subject line.

E-MAIL CORRESPONDENCE:
Outside of the designated class time and office hours, e-mail is the easiest and quickest method to contact me. Make sure to plan your questions regarding any exams or assignments with enough time to receive a response. Under normal circumstances, you should receive a reply from me within 24 hours. You MUST use your “yourID@gmue.edu” e-mail address. I will not respond to emails from any other address. This policy will be strictly enforced due to federal privacy laws which state that I am not allowed to provide confidential information to any non-GMU e-mail addresses. For me to be able to easily differentiate emails regarding this course from my other courses, please include “MKTG 301” in the subject line of your email.

ATTENDANCE:
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to participate in in-class activities or to ask questions regarding the material. If you are absent from class, it is YOUR responsibility to find out from a classmate what you missed (both course material and announcements).
RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:
If you expect to be absent during the semester for any of these reasons, please notify me within the first two weeks of the semester in order to make arrangements regarding graded course components.

INCLEMENT WEATHER POLICY:
We will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. If class is cancelled, the schedule of class subjects and assignments may need to be changed.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through the ODS. Also, please let me know as soon as possible so that I will be able to be considerate of your needs.

COMPUTER POLICY:
Technology can greatly assist learning, but it can also be a distraction. Computers may be brought to class in order to assist with taking notes and in-class assignments. All other computer related activities should be kept to a minimum. No computers may be used during exams.

CELL PHONE POLICY:
Cell phones can be a significant distraction within the class room. As such, all cell phones MUST be set to silent or vibrate during class time. If able, cell phones should be turned off during class. Emergencies may require the ability for you to be contacted during class. In the case of an emergency, quietly excuse yourself to answer your phone outside of the classroom. No cell phones may be used during exams.

HONOR CODE:
Academic honesty is important to maintaining the integrity of our university, which helps to ensure that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.
Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.

**GRADING:**
You may earn up to 1000 points during the course of the class. Your grade will be determined by the total points that you earn. Each of the graded components of this course will be evaluated based upon their possible point values. The graded components in the class will have the following point values:

- **EXAMS:**
  - Exam 1: 150
  - Exam 2: 150
  - Exam 3: 150

- **MARKETING PLAN:**
  - Written Report: 150
  - Presentation: 100

- **DISCUSSION POSTS:**
  - 100

- **IN-CLASS EXERCISES:**
  - 100

- **HOMEWORK ASSIGNMENTS:**
  - 75

- **RESEARCH REQUIREMENT:**
  - 25

**TOTAL POINTS:** 1000

Grades will be assigned as follows:

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<tr>
<th>Grade</th>
<th>Points Earned</th>
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<td>A+</td>
<td>960 - 1000</td>
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<td>A</td>
<td>940 – 959</td>
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<td>A-</td>
<td>900 – 939</td>
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<td>870 – 899</td>
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<tr>
<td>B</td>
<td>830 – 869</td>
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<tr>
<td>B-</td>
<td>800 – 829</td>
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<tr>
<td>C+</td>
<td>770 – 799</td>
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<td>C</td>
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<td>D+</td>
<td>600 – 699</td>
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<td>F</td>
<td>0 – 599</td>
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This course requires a minimum grade of a 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. Registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

Please note that the University considers a B to be a good grade. The School of Management considers a "B to be a good grade. I consider a B to be a good grade. I hope that there are many A’s in the class, but an A is a grade that is not earned automatically. To earn an A, you must demonstrate an outstanding mastery of the course material.

GRADED COMPONENTS:

EXAMS:  
There will be three exams given throughout the semester. Each exam will cover all new material related to the class lecture topics and assigned textbook chapters up to the point of the exam (i.e., lectures, class discussions, supplemental articles, multi-media shown, handouts, etc). Exams will consist of mostly multiple-choice and true/false questions. Students must provide their own Scantrons (green form).

Exams will be closed book and closed notes – and must be completed independently. Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, and other similar devices. Calculators, when stated, are allowed. Any student using such devices during an exam or any form of cheating during the exam will result in a grade of zero for the test.

Make-up exams, consistent with University policy, will only be given in the case of provable (i.e., documented) absences due to personal illness or family emergencies. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class. Do NOT ask regarding any of the latter reasons. The answer will always be NO.

Documentation must be provided before a make-up exam will be given. Any make-up exam will cover the same material as the originally scheduled exam; however, the questions and format of the make-up exam may and often will differ. The make-up exam will likely consist of detailed essay questions.

MARKETING PLAN:  
The course project will be a group project, where students will work together in teams to develop a basic marketing plan. The marketing plan will consist of a written report and a presentation.
Written Report:
A written marketing plan will be created by each team for a new product to be introduced by a company of your team’s choosing. The final marketing plan written report in hard copy form is due on 11/28/12 at the start of class. Late submissions will be penalized at a rate of 10% per day. No marketing plans will be accepted over a week late. More information on the expected report content, length, and format as well as a grading rubric will be discussed in class and posted on the course website.

Presentation:
Each team will prepare a presentation of their marketing plan. Structure, content, and style are key considerations for your presentation. Each member of the team MUST present a portion of the material. A hard copy of your slides (printed 3 slides per page) should be brought for the instructor on the day of your team’s presentation. Presentations will take place on 11/28/12 and 12/05/12. Presentation order will be decided first by volunteer and then by random order. It is expected that all students are present and attentive during each of the other team’s presentations. The marketing plan presentation grade will be determined partially by how well the team presents (as a team) and by each student’s professionalism toward the other team’s presentations (as an individual). Attendance WILL be taken on both presentation days. More information on the expected presentation content, length, and format as well as a grading rubric will be discussed in class and posted on the course website.

Teams:
Students will choose their own team members. The size of the teams will depend upon the final enrollment of this course. Teams will be finalized on 9/5/12. Any student who enrolls in this class late will be responsible for acquiring permission to join an already existing team. 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 work.

DISCUSSION POSTS:
Articles will be discussed in class throughout the semester pertaining to our general lecture topics. To motivate thoughtful class discussions, students are expected to read each of the articles prior to class and make their initial (and thoughtful) comments on the course’s discussion board. There will be nine discussion posts throughout the semester. Discussion posts are expected on each of the following topics: Marketing Strategy; Segmentation, Targeting, and Positioning; Product; Promotion; Pricing; Place; Global Marketing Environment; Markets – Consumer and Business; and Marketing Research. The articles pertaining to these topics will be posted on the course website (Blackboard) by the Friday before the next scheduled class.

Discussion posts must be posted prior to the start of class. No credit will be given to discussion posts submitted late (e.g., after the start of the corresponding class). The posts will be graded based upon their contribution to our discussion. A comment making a good contribution may connect the article to content introduced in the text, analyze why the actions were taken, analyze whether the actions will be successful, recommend other possible actions, predict what
the likely consumer response will be, etc. Simply repeating what was written in the article will not receive full credit.

**IN-CLASS EXERCISES:**
There will be four in-class exercises given throughout the semester. Class exercises are to be completed in class in small groups. The purpose is to focus on critical thinking and decision making for marketing strategy by answering the question: “If I were the marketing manager, what would I do?” Assignments will be first discussed in small groups. Together the small groups will determine what they believe is the most appropriate answer to the discussion questions presented. After the small group discussion, the class will combine for a large group discussion. In-class exercises will not be scheduled on the syllabus, but rather announced in-class on the day the activity will be completed. The grade for these cases will be based on the small group analysis conducted in class. A 1 page summary must be turned in, with all individuals signing their name. No other form will be accepted.

**HOMEWORK ASSIGNMENTS:**
There will be three homework assignments given throughout the semester. Homework assignments are to be completed by each student individually. Homework will serve to reinforce the concepts learned in class and will be assigned following our class lecture on: (1) Marketing Strategy; (5) Promotion; and (8) Global Marketing Environment. Detail directions on each of the homework assignment are on the course website. Homework MUST be submitted on our course website (Blackboard) prior to the start of the next class period. No other form will be accepted. Late submissions will be penalized at a rate of 10% per day. No homework assignments will be accepted over a week late.

**RESEARCH REQUIREMENT:**
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. 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.

**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. 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 experiments and research lectures will be posted on the Experimetrix website.
WHAT YOU NEED TO DO:

- In order to get research credit in this course, you must go to the following website: experimetrix.com/gmusom
- Click “New User Registration” to create a username and password. YOU MUST USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP. Your log-in information will be e-mailed to you. If you have already registered on Experimetrix for a previous semester, you should use the same login information and do not need to re-register. If you have previously registered, you may simply log in.
- Once you know your log-in information, you will need to log on to the system, select “Edit Your Course Selection” to pick which course(s) you are enrolled in (MKTG 301, MGMT 301, or both).
- You may then sign up for experiments as they are available. Students enrolled in both MKTG 301 and MGMT 301 are required to participate in two different research activities.
- You will see your credit appear on Experimetrix (the green number) approximately 1-2 days after you have completed an experiment or lecture.

A FEW WORDS OF CAUTION:

- Although there will be sufficient experiment slots and research presentations available during the semester, there is no guarantee that they will be available at the very end of the semester. Be proactive in completing this component of the course. If there is an option that you like, do not delay in attending a presentation or signing up for the 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.

SEMESTER TIMELINE FOR RESEARCH REQUIREMENT:

08/27/12: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

09/10/12: *MANDATORY* - All students must be registered on Experimetrix by this date.

12/03/12: Last day to participate in experiments/lectures if available. (There is no guaranteed that experiments/lectures 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.
## TENATIVE SCHEDULE OF CLASS**

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>Week 01</td>
<td>08/29/12</td>
<td>Course Overview</td>
<td>Course Overview/ Ethics</td>
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<td>Marketing Overview/ Ethics</td>
<td>- Syllabus</td>
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<td>- Ch. 1; 3(p. 83-92; 107-109)</td>
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<td>Week 02</td>
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<td>Marketing Strategy</td>
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<td>- Ch. 2</td>
<td>- Discussion Post #1</td>
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<td>- Articles</td>
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<td>- MPP Directions</td>
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<td>Branding</td>
<td>- Ch. 8; 10 (p. 303-317)</td>
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<td>- Articles</td>
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<td>Product</td>
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<td>- Ch. 10 (p. 295-302); 11; 12</td>
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<td>Week 05</td>
<td>09/26/12</td>
<td>Exam #1</td>
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<td>Week 06</td>
<td>10/03/12</td>
<td>Promotion</td>
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<td>- Ch. 17; 18; 19</td>
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<td>Week 07</td>
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<td>- Ch. 13; 14</td>
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<td>- Ch. 15 (p.441-446; 460-467); 16</td>
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<td>10/31/12</td>
<td>Global Marketing Environment</td>
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<td>11/07/12</td>
<td>Markets: Consumer &amp; Business</td>
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<td>11/14/12</td>
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<td>Week 14</td>
<td>11/28/12</td>
<td>Marketing Plan Presentations</td>
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<td>12/12/12</td>
<td>Exam #3</td>
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** Note that due to unexpected events, we may need to be flexible in the material covered.