### 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.

**CAUTION:** You must satisfy all prerequisites stated in the *Schedule of Classes*. Failure to do so may result in being dropped from this class. The prerequisites for this course are sophomore standing and C or better in ACCT 203 and ECON 103.


This course is delivered with a hybrid distance platform that is half on line and half face-to-face. To take this course you must purchase and register the McGraw-Hill *Connect*+ feature. See details below. You must also have access to the Internet with equipment that can support *Connect*+, *LearnSmart*, *Blackboard*, *Blackboard Collaborate* and capable of posting a 3-minute video on *You Tube*.

### 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 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 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 themselves 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.
Hybrid Distance Education

MKTG 301 DL3 and DL5 are taught 50% face-to-face and 50% online. The course is team taught and team graded by Professors McCrohan and Harvey. The only difference in section DL3 and DL5 is the weeks that are face-to-face and the professor who is in front of the class. See pages 7 – 11 of this document for the sequence of meetings. Both classes meet in ENT 276.

The distance education portion of the course requires you to purchase McGraw-Hill’s Connect+ package for the Grewal/Levy 3rd Edition text and have equipment to access the Internet and support McGraw-Hill’s Connect+ and LearnSmart platforms as well as Blackboard and Blackboard Collaborate.

Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hard back version in the GMU bookstore includes Connect+ and eBook version in one (very expensive) price, but it does have a buyback feature to consider. The used version is less expensive but you will have to purchase the required Connect+ by pointing to http://connect.mcgraw-hill.com/connect/shortUrl.do?accessUrl=p_dl3dl5_fall_2012_wednesday_430_pm, clicking on HOW TO BUY ACCESS ONLINE and play the video. You will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY. This course requires Connect Plus which will cost $40.00, but include access to the eBook version and all premium content, such as required narrated slides, Podcasts, and quizzes.

Other options include a loose-leaf version, renting an eBook (both available in the GMU bookstore), international versions, previous editions (< 3e), and renting hardbacks. Each has different prices and features but you will have to purchase Connect+ separately for any of these options. See above for details.

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, including Blackboard Collaborate, and the Connect Marketing and LearnSmart learning systems, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and YouTube 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. Students will also be graded on their
Course Objectives and School of Management Learning Goals (cont.)

oral presentation skills by posting a 3-minute video on YouTube.

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 synthesis of discipline knowledge and problem-solving, including action recommendations.

**Student Responsibilities:** For a summary of relevant university policies, see:
http://www.gmu.edu/catalog/apolicies/index.html, especially
http://catalog.gmu.edu/content.php?coid=19&navoid=4065#grading
Course activities and daily processes: Read assigned readings and cases 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 three 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 makeups: 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.

Virtual Classroom: Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. We are usually on campus by then, so if we are stuck in traffic you will know about by that time.

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 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.

Student Responsibilities (cont.):

The following paragraph is taken from http://academicintegrity.gmu.edu/honorcode

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.

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

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?

Teams: Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. Team work 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. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester. Also, students can be “fired” from the team, but by so doing, the team will receive a 5% penalty for their actions.

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

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 YourName@gmu.edu e-mail.

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
THREE EXAMS (worth 300 semester points/100 points each) - testing for chapters 1 – 12 of this course closed book, online. You must have access to the Internet from 4:30 – 6 pm on three exam days. Each exam is comprised of 50 multiple choice items. The order of the test items will be scrambled for each student and feedback will be available once your exam is submitted.

Grading Methods and Requirements (cont.)

FINAL EXAM (worth 300 semester points) – The final exam for this course is comprised of 100 multiple choice items covering all 19 chapters of the book, with approximately 50% of the questions linked to chapters 13 – 19. The final exam is in class, paper and pencil, using a SCAN-TRON answer sheet you will need to provide.

MARKETING PLAN (worth 200 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. See text Exhibit 2.2, page 39 and “The Marketing Plan” pages 38 - 48. Also see the document, Marketing Plan Template Fall 2012 posted in Blackboard for the format of the paper.

150 of the 200 points of your Marketing Plan grade will be based on a team-based paper. 50 of the 200 points will be based on a 3-minute video of your marketing plan your team posts on YouTube. Marketing Plan grades are determined by written and oral content that is consistent with the principles articulated in this course. See Marketing Plan Template Fall 2012 for guidance and grading rubric.

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>Spotify</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>Instagram</td>
<td>esurance</td>
</tr>
<tr>
<td>Smashburger</td>
<td>City Eats DC</td>
<td>jive.com</td>
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<tr>
<td>tumblr</td>
<td>100 Montaditos</td>
<td>Rolling Stone</td>
</tr>
<tr>
<td>Advent Funeral</td>
<td>REI Outfitters</td>
<td>Jersey Mike’s SUBS</td>
</tr>
<tr>
<td>Bobby's Burger Palace</td>
<td>Vehix.com</td>
<td>RAV-Tesla</td>
</tr>
<tr>
<td>Bloom Energy Server</td>
<td>GMU Wrestling</td>
<td>GMU vending machines</td>
</tr>
<tr>
<td>Carbonite Backup</td>
<td>Nibon Uni</td>
<td>Ayala Herbal Water</td>
</tr>
<tr>
<td>Gladiator Garage</td>
<td>Choose to Save</td>
<td>AmeriDebt Credit</td>
</tr>
<tr>
<td>Roller Derby</td>
<td>FCEDA</td>
<td>ETFs</td>
</tr>
<tr>
<td>tirerack.com</td>
<td>Tire Van</td>
<td>WakeUpWalMart.com</td>
</tr>
<tr>
<td>Cityyear</td>
<td>Hylton Arts Center</td>
<td>US Postal Service</td>
</tr>
<tr>
<td>GMU Aquatics Facility</td>
<td>Town &amp; Country Vet Hosp</td>
<td>Herman Miller Office Furniture</td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>Nesspresso</td>
<td>Pandora</td>
</tr>
<tr>
<td>Good Returns</td>
<td>Whyness.pro.com</td>
<td>Dermaroller</td>
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<tr>
<td>eneloop electric bike</td>
<td>Zips</td>
<td>Artie's Restaurant</td>
</tr>
<tr>
<td>Helio</td>
<td>JW Marriott Time Square</td>
<td>Eclipse Aviation</td>
</tr>
<tr>
<td>You Walk Away</td>
<td>Linkedin</td>
<td>Any other business approved by your professor</td>
</tr>
</tbody>
</table>

HOMEWORK (200 semester points) – Twenty-five sets of homework assignments are due by 4:30 pm on the day they are assigned. To access section DL3 assignments, point to [http://connect.mcgraw-hill.com/class/p_dl3dl5_fall_2012_wednesday_430_pm](http://connect.mcgraw-hill.com/class/p_dl3dl5_fall_2012_wednesday_430_pm). For section DL5 assignments, point to [http://connect.mcgraw-hill.com/class/k_mccrohan_copyoffall2012wednesday430pm](http://connect.mcgraw-hill.com/class/k_mccrohan_copyoffall2012wednesday430pm). The content is the same but the sequence of due dates mirrors your section number.

Click on HOW TO REGISTER WITH AN ACCESS CODE if you already have an access code. Click on HOW TO BUY ACCESS ONLINE if you don’t yet have an access code. Registering for Connect will require you to
use your GMU NETID and create a password.

Homework assignments are ready to start as of today and are comprised of six Connect pools, listed as “Week #” and 19 LearnSmart assignments listed as Chapter 1 - 19). The Connect assignments are interactive drag and drop and videos based on chapter material. To learn more about Connect point to http://connect.mcgraw-hill.com/connectweb/branding/en_US/default/html/instructor/index.html and click on WATCH INTRO VIDEO.

The LearnSmart assignments are digital flashcards that provide you with feedback on your knowledge of course terminology. You will have two opportunities to complete each Connect assignment, with only the better score counted toward your semester grade. For the LearnSmart assignments, there is a free app for your smart phone or tablet. The app requires the same GMU NETID and password as the one you registered with for Connect. These apps have limitations with due dates and feedback. The app mainly provides for mobile delivery and capture of the assignments, so make sure you see the due dates and feedback requirements, best viewed with a PC.

To learn about the LearnSmart portion of the required Connect assignments, review the LearnSmart Adaptive Learning system at http://www.mhhe.com/learnsmart/aboutus.html. Click on WATCH OVERVIEW VIDEO for an overview, close (X) the overview, then click on LEARN MORE and review the tabs for more information.

Semester Grading Scale: Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Grade Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>100</td>
<td>960+</td>
<td>A</td>
</tr>
<tr>
<td>Second Exam</td>
<td>100</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Third Exam</td>
<td>100</td>
<td>900 - 939</td>
<td>A-</td>
</tr>
<tr>
<td>Final Exam</td>
<td>300</td>
<td>870 - 899</td>
<td>B+</td>
</tr>
<tr>
<td>Connect and LearnSmart</td>
<td>200</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>200</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WEEKLY SCHEDULE OF CLASS ACTIVITIES

<table>
<thead>
<tr>
<th>Week – Date</th>
<th>Section DL3 Professor Harvey</th>
<th>Section DL5 Professor McCrohan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 Aug 29</td>
<td>Face-to-Face Class</td>
<td>Face-to-Face Class</td>
</tr>
<tr>
<td></td>
<td>Introduction to Connect+ and LearnSmart by Anne Fulton of McGraw-Hill.</td>
<td>Introduction to Connect+ and LearnSmart by Anne Fulton of McGraw-Hill.</td>
</tr>
<tr>
<td></td>
<td>Introduction to class requirements and EZ Test by Professor Harvey.</td>
<td>Introduction to class requirements and EZ Test by Professor Harvey.</td>
</tr>
<tr>
<td></td>
<td>Lecture and discussion on Chapters 1 &amp; 2 by Professor McCrohan: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan.</td>
<td>Lecture and discussion on Chapters 1 &amp; 2 by Professor McCrohan: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan.</td>
</tr>
<tr>
<td></td>
<td>15 minute break at 5:30 pm.</td>
<td>15 minute break at 5:30 pm.</td>
</tr>
<tr>
<td></td>
<td>Sample Marketing Plan in class based on <a href="http://www.youtube.com/watch?v=FxbV1I1vjSw&amp;feature=relmfu">http://www.youtube.com/watch?v=FxbV1I1vjSw&amp;feature=relmfu</a> and team Marketing Plans meetings by Professor Harvey.</td>
<td>Sample Marketing Plan in class based on <a href="http://www.youtube.com/watch?v=FxbV1I1vjSw&amp;feature=relmfu">http://www.youtube.com/watch?v=FxbV1I1vjSw&amp;feature=relmfu</a> and team Marketing Plans meetings by Professor Harvey.</td>
</tr>
</tbody>
</table>
| Week – Date | Section DL3  
Professor Harvey | Section DL5  
Professor McCrohan |
|-------------|-----------------|-------------------|
| Week 2  
Sept 5 | Face-to-Face Class  
*Connect Weeks 1 & 2 and LearnSmart Chapters 1 – 4 Due by 4:30 pm today.*  
Lecture and discussion on Chapters 3 & 4: Marketing Ethics and Analyzing the Market Environment  
Develop team Marketing Plan in class  
Submit proposed team Marketing Plan topic for approval. | Online Assignment  
Point to [http://highered.mcgraw-hill.com/sites/0077450906/student_view0/](http://highered.mcgraw-hill.com/sites/0077450906/student_view0/), log in (upper right), then pick a chapter from the drop-down box. Under More Resources, click on *Narrated Slides*. See also, trial multiple choice quizzes and iPod Content.  
Review narrated slides Chapters 1 – 4: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan, Marketing Ethics and Analyzing the Market Environment.  
Develop team Marketing Plan via Blackboard Collaborate.  
Submit proposed team Marketing Plan Topics for approval via email by 7:10 pm. |
| Week 3  
Sept 12 | Online Assignment  
Point to [http://highered.mcgraw-hill.com/sites/0077450906/student_view0/](http://highered.mcgraw-hill.com/sites/0077450906/student_view0/), log in (upper right), then pick a chapter from the drop-down box. Under More Resources, click on *Narrated Slides*. See also, trial multiple choice quizzes and iPod Content.  
Prior to 4:30 pm. Sept 19, review narrated slides Chapters 1 – 4: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan, Marketing Ethics and Analyzing the Market Environment.  
Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. | Face-to-Face Class  
*Connect Weeks 1 & 3 and LearnSmart Chapters 1 – 4 Due by 4:30 pm today.*  
Lecture and discussion on Chapters 3 & 4: Marketing Ethics and Analyzing the Market Environment.  
Develop team Marketing Plan in class. |
| Week 4  
Sept 19 | Online Assignment  
6 – 7 pm Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. | Online Assignment  
Exam 1 (Chapters 1 – 4), Available only from 4:30 – 6 pm at [https://www.eztestonline.com/jharvey/index.tpx](https://www.eztestonline.com/jharvey/index.tpx) .  
6 – 7 pm Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. |
<table>
<thead>
<tr>
<th>Week – Date</th>
<th>Section DL3 Professor Harvey</th>
<th>Section DL5 Professor McCrohan</th>
</tr>
</thead>
</table>
| Week 5 Sept 26 | **Face-to-Face Class**  
*Connect Week 5 and LearnSmart Chapters 5 – 8 Due by 4:30 pm.*  
Develop team Marketing Plan in class. | **Online Assignment**  
Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. |
| Week 6 Oct 3 | **Online Assignment**  
Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. | **Face-to-Face Class**  
*Connect Week 6 and LearnSmart Chapters 5 – 8 Due by 4:30 pm.*  
Develop team Marketing Plan in class.  
| Week 7 Oct 10 | **Online Assignment**  
Exam 2 (Chapters 5 – 8) available only from 4:30 – 6 pm at [https://www.eztestonline.com/jharvey/index.tpx](https://www.eztestonline.com/jharvey/index.tpx).  
6 – 7 pm Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. | **Online Assignment**  
Exam 2 (Chapters 5 – 8) available only from 4:30 – 6 pm at [https://www.eztestonline.com/jharvey/index.tpx](https://www.eztestonline.com/jharvey/index.tpx).  
6 – 7 pm Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. |
| Week 8 Oct 17 | **Face-to-Face Class**  
*Connect Week 8 and LearnSmart Chapters 9 – 12 Due by 4:30 pm.*  
Lecture and discussion on Chapters 9 – 12: Marketing Research; Product, Branding, and Packaging Decisions; Developing New Products; and Services: The Intangible Product.  
Develop team Marketing Plan with teammates in class. | **Online Assignment**  
Develop team Marketing Plan via Blackboard Collaborate.  
Email ≤ 50 word team Marketing Plan progress report by 7:10 pm. |
<table>
<thead>
<tr>
<th>Week – Date</th>
<th>Section DL3 Professor Harvey</th>
<th>Section DL5 Professor McCrohan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 9 Oct 24</td>
<td>Online Assignment</td>
<td>Face-to-Face Class</td>
</tr>
<tr>
<td></td>
<td>Prior to 4:30 pm, Oct 31, review narrated slides Chapters 9 - 12 at <a href="http://highered.mcgraw-hill.com/sites/0077450906/student_view0/">http://highered.mcgraw-hill.com/sites/0077450906/student_view0/</a>.</td>
<td>Connect Week 9 and LearnSmart Chapters 9 – 12 Due by 4:30 pm.</td>
</tr>
<tr>
<td></td>
<td>Develop team Marketing Plan via Blackboard Collaborate.</td>
<td>Lecture and discussion on Chapters 9 – 12: Marketing Research; Product, Branding, and Packaging Decisions; Developing New Products; and Services: The Intangible Product.</td>
</tr>
<tr>
<td></td>
<td>Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
<td>Develop team Marketing Plan in class.</td>
</tr>
<tr>
<td>Week 10 Oct 31</td>
<td>Online Assignment</td>
<td>Online Assignment</td>
</tr>
<tr>
<td></td>
<td>6 – 7 pm Develop team Marketing Plan via Blackboard Collaborate.</td>
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<td>Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
<td>Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
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<tr>
<td>Week 11 Nov 7</td>
<td>Face-to-Face Class</td>
<td>Online Assignment</td>
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<td></td>
<td>Lecture and discussion on Chapters 13 – 16: Pricing Concepts for Establishing Value, Strategic Pricing Methods, Supply Chain and Channel Management, and Retailing and Multichannel Marketing.</td>
<td>Develop team Marketing Plan via Blackboard Collaborate.</td>
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<td></td>
<td>Develop team Marketing Plan in class.</td>
<td>Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
</tr>
<tr>
<td>Week 12 Nov 14</td>
<td>Online Assignment</td>
<td>Face-to-Face Class</td>
</tr>
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<td></td>
<td>Review narrated slides Chapters 13 - 16 at <a href="http://highered.mcgraw-hill.com/sites/0077450906/student_view0/">http://highered.mcgraw-hill.com/sites/0077450906/student_view0/</a>.</td>
<td>Connect Week 12 and LearnSmart Chapters 13 – 16 Due by 4:30 pm.</td>
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<td></td>
<td>Develop Marketing Plan via Blackboard Collaborate.</td>
<td>Lecture and discussion on Chapters 13 – 16: Pricing Concepts for Establishing Value, Strategic Pricing Methods, Supply Chain and Channel Management, and Retailing and Multichannel Marketing.</td>
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<td></td>
<td>Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
<td>Develop team Marketing Plan in class.</td>
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<tr>
<td>Week – Date</td>
<td>Section DL3 Professor Harvey</td>
<td>Section DL5 Professor McCrohan</td>
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<tr>
<td>Week 13 Nov 28</td>
<td>Face-to-Face Class&lt;br&gt;&lt;br&gt;Connect Week 13 and LearnSmart Chapter 17 – 19 Due by 4:30 pm.&lt;br&gt;&lt;br&gt;Lecture and discussion on Chapters 17 – 19: Integrated Marketing Communications; Advertising, Public Relations, and Sales Promotions; and Personal Selling and Sales Management.&lt;br&gt;&lt;br&gt;Develop team Marketing Plan with teammates in class.</td>
<td>Online Assignment&lt;br&gt;&lt;br&gt;Review narrated slides Chapters 17 - 19 at <a href="http://highered.mcgraw-hill.com/sites/0077450906/student_view0/">http://highered.mcgraw-hill.com/sites/0077450906/student_view0/</a>.&lt;br&gt;&lt;br&gt;Develop team Marketing Plan via Blackboard Collaborate.&lt;br&gt;&lt;br&gt;Email ≤ 50 word team Marketing Plan progress report by 7:10 pm.</td>
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<td>Week 14 Dec 5</td>
<td>Online Assignment&lt;br&gt;&lt;br&gt;Prior to 4:30 pm. Dec 12, review narrated slides Chapters 1 - 19 at <a href="http://highered.mcgraw-hill.com/sites/0077450906/student_view0/">http://highered.mcgraw-hill.com/sites/0077450906/student_view0/</a>.&lt;br&gt;&lt;br&gt;Prepare for Final Exam.&lt;br&gt;&lt;br&gt;Post 3-minute team Marketing Plan on You Tube.&lt;br&gt;&lt;br&gt;Written team Marketing Plans Due via email.</td>
<td>Face-to-Face Class&lt;br&gt;&lt;br&gt;Connect Week 14 and LearnSmart Chapters 17 – 19 Due by 4:30 pm.&lt;br&gt;&lt;br&gt;Lecture and discussion on Chapters 17 – 19: Integrated Marketing Communications; Advertising, Public Relations, and Sales Promotions; and Personal Selling and Sales Management.&lt;br&gt;&lt;br&gt;Prepare for Final Exam.&lt;br&gt;&lt;br&gt;Post 3-minute team Marketing Plan on You Tube.&lt;br&gt;&lt;br&gt;Written team Marketing Plans Due via email by 7:10 pm.&lt;br&gt;&lt;br&gt;Prior to 4:30 pm. Dec 12, review narrated slides Chapters 1 - 19 at <a href="http://highered.mcgraw-hill.com/sites/0077450906/student_view0/">http://highered.mcgraw-hill.com/sites/0077450906/student_view0/</a>.</td>
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<td>Week 15 Dec 12</td>
<td>In-Class Face-to-Face Final Exam (Chapters 1 – 19) 4:30 – 7:15 pm. In ENT 276.</td>
<td>In-Class Face-to-Face Final Exam (Chapters 1 – 19) 4:30 – 7:15 pm. In ENT 276.</td>
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</tbody>
</table>

**About your instructors**

Kevin F. McCrohan is a Professor of Marketing at George Mason University in Virginia, USA. He has been a Senior Fulbright Scholar at the School of Management, Kathmandu University, Nepal as well as Senior Fulbright Scholar at Trinity College in Dublin, Ireland. He has served as a Chief Economist at the Internal Revenue Service as well as appointee to the President’s National Security Telecommunications Advisory Committee Financial Sector Task Force. He has published or presented one hundred and fifty papers in academic journals and national and international conferences and served or consulted with the FBI, DHS, Treasury, and NGA.

Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Dr. Harvey has also published over thirty works in journals, proceedings of professional associations, and in books of readings. His most recent work is “Influence of Awareness and Training on Cyber Security,” *Journal of Internet Commerce*, 9 (1), 23-41, 2011, co-authored with Professor McCrohan. Professor Harvey is also Area Chair of Marketing.