MKTG 301.006, Fall 2014
Principles of Marketing

Fridays, 10:30 a.m. – 1:10 p.m, AB 2003

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Office phone: 703/993-4207
E-mail: Fphilpot@gmu.edu

Website: We will use Blackboard 9.1 for this class. This can be accessed via mymasonportal.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.

Office Hours: Tuesdays and Thursdays, 3:30-4:30 p.m.

Text: *Marketing* by Grewal/Levy (Fourth edition). You also need access to McGraw-Hill’s website which the company calls “Connect.” You can buy that from the bookstore or directly from McGraw-Hill.

If you can love an e-book you can get an e-book and the Connect access directly from McGraw-Hill for about $115.

The URL to buy from McGraw-Hill or to register for the website is [http://connect.mheducation.com/class/f-philpot-301006-fall-14](http://connect.mheducation.com/class/f-philpot-301006-fall-14)

There will be 10 on-line quizzes (not to be confused with the five quizzes taken in class) done at the Connect website. You will receive one point for taking each quiz. If you score more than 80% on a quiz you will receive 2 points. If you don’t take the quiz you will lose a point. All the quizzes will be available at the beginning of the course (well, by at least the end of the first week). Each will close at noon on the day it is assigned. In other words, you can take the quizzes in advance, but not after the assigned date. You have 60 minutes to take this open-book quiz and one try.
These 10 on-line quizzes are indicated on the syllabus as **Connect Quiz A**, **Connect Quiz B**, etc. Regular in-class quizzes are identified by Roman numerals. When you take a Connect quiz you will receive your score immediately. One hour after the final due date you can recheck the quiz for the correct answers to each question.

LearnSmart: This is review material based on the textbook content. If it is essential that you pass this course I recommend that you spend time doing these online exercises, however they are not required.

**Learning goals for this course**

By the end of this course I expect that you will:

- Understand the philosophy of marketing as a way of managing a company.
- Be able to identify the components of the marketing mix and the role of each in a business plan.
- Know the basic principles of consumer behavior as they relate to purchase decisions.
- Understand the principles of segmenting and targeting markets and the advantages these principles provide.
- Know the role of brands in product management and the concepts of positioning and repositioning.
- Understand how the differences between products and services influence marketing plans.
- Be able to identify the tools of marketing communication and know the advantages and disadvantages of each.
- Understand the factors that influence pricing and distribution decisions.
- Be able to identify and analyze issues of marketing ethics.
- Be able to apply these principles to practical situations to suggest practical solutions to marketing problems.

**My expectations of you:**

- You are capable of functioning as an independent learner, i.e. you can read the textbook, learn from it and will ask questions about the things you don’t understand.
- You are capable of being a team player and are able to work out disagreements among fellow teammates.
- You are capable of balancing the demands of work, personal life and multiple courses.
- You respect the GMU Honor Code and will abide by it.
- You will do the assigned reading in advance of class.
• You will be able to devote 5 to 7 hours per week outside of class time to preparing for class, working on your team project or reviewing for exams.

• You can write standard business English.

Attendance
Life happens and only you can decide whether you should come to class on a particular week. However, you will not be able to get an A or B in this course without attending class regularly. Much of the material on the course exams will come from class lectures and discussions. You can only do well on the exams by attending class regularly.

Class Organization – Learning Teams

This class will be organized into learning teams. You will be part of a team of four to five people who will work together the whole term, primarily on in-class quizzes and activities.

You will meet with your team members outside of class to complete a short written assignment (Team Charter) and to prepare a team report on an assigned topic. This report – examining real business problems from a Marketing perspective – will constitute an important part of your grade. At the time of the final exam you will be asked to fill out a peer evaluation form to assess the contribution your teammates have made to your group effort. The points for peer evaluation will be based on the data from this form.

After we form teams I will assign each team seats and from that I will prepare a seating chart. I will record class participation on the seating chart so if you are not in your regular seat you may not get full participation points.

This class will have five quizzes during the term. Each quiz will be taken twice – once as an individual and once as a team. You will receive two scores for each quiz, one for your individual performance and one for your team grade. You will be graded on the four highest quiz grades; thus if you attend every quiz class you can drop your lowest grade. If you are absent (for any reason) on the day of a quiz that will constitute your dropped grade.

Teams will be assigned on September 3. You cannot choose your teammates.

Grading Points

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

Exams: 500 pts
Midterm exam: 200
Final Exam: 300

Quizzes (best 4 of 5): 80 points
Individual scores
Team scores

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<tr>
<td>Team scores</td>
<td>40 points</td>
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Team report

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<tr>
<td>Team report</td>
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Part I – 25 pts.

Part II – 175 pts.

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<td>Team Charter</td>
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Peer evaluations

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<tr>
<td>Peer evaluations</td>
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Class participation

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<tr>
<td>Class participation</td>
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Connect Assignments

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<td>Connect Assignments</td>
<td>10 points</td>
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Social media assignment

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<td>Social media assignment</td>
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Subject Pool

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<td>Subject Pool</td>
<td>25 points</td>
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Grading scale:

- **A** ----- 900 points and above
- **B** ----- 800 – 899 points
- **C** ------ 700 – 799 points
- **D** ----- 600 – 699 points
- **F** ---- 599 and below

**Note:** There will be no plus or minus grades given. I do not curve.

**Class Schedule**

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8/29/14</td>
<td>Introduction to course.</td>
<td>Chapter 1</td>
<td>Form teams</td>
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<td>How to get a good grade in this course.</td>
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<td>Quiz I (Chapters 1, 2, 5 plus articles)</td>
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<td></td>
<td>Overview of Marketing</td>
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<td>Connect Quiz A (Chap 2)</td>
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<td>9/05/14</td>
<td>Marketing Strategies</td>
<td>Chapter 2</td>
<td>Quiz II, Chapters 11, 12, plus articles.</td>
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<td>Marketing Environment</td>
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<td>Connect Quiz B (Chap 11)</td>
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<td>Date</td>
<td>Topic</td>
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<td>9/19/14</td>
<td>Segmentation, Targeting and Positioning; Services</td>
<td><strong>Chapter 9</strong>&lt;br&gt;“He Eats, She Eats”&lt;br&gt;“Cell Phone Moms”&lt;br&gt;“Grocery Packaging for Men”&lt;br&gt;<strong>Chapter 13</strong>&lt;br&gt;“Match.com among boomers”</td>
<td>Team Charter due, Connect Quiz C, Chapter 9</td>
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<td>9/26/14</td>
<td>Consumer Behavior; Business-to-business marketing</td>
<td><strong>Chapters 6, 7</strong>&lt;br&gt;“Clam Chowder”</td>
<td>Quiz III, Chapters 9, 13, 6, 7, Connect Quiz D, Chap 6</td>
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<tr>
<td>10/03/14</td>
<td>Marketing Research</td>
<td><strong>Chapter 10</strong>&lt;br&gt;“Naked Truth Meets Market Research”&lt;br&gt;“How Companies Learn Your Secrets.”</td>
<td>Mid-term Exam&lt;br&gt;All material covered to date.</td>
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<td>10/10/14</td>
<td>Pricing</td>
<td><strong>Chapter 14, 15</strong>&lt;br&gt;“Putting Prices Into Focus”&lt;br&gt;“Customized Prices.”&lt;br&gt;“Pricing Frenzy”&lt;br&gt;“Dirty Secret of Discount Prices.”</td>
<td>Connect Quiz E, Chapter 14&lt;br&gt;Part I of the team project should be emailed to me by 7 p.m. October 5.</td>
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<td>10/17/14</td>
<td>Retailing: On-line and in-person</td>
<td><strong>Chapter 17</strong>&lt;br&gt;“COSTCO”&lt;br&gt;“Declining Traffic at the Mall”</td>
<td>Quiz IV, Chapters 14, 15 and 17 plus articles.&lt;br&gt;Connect Quiz F, Chapter 17</td>
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<td>10/24/14</td>
<td>Integrated Marketing Communication, Advertising, Public Relations and Sales Promotion</td>
<td><strong>Chapter 18</strong>&lt;br&gt;<strong>Chapter 19</strong>&lt;br&gt;“Effectiveness of Email and Direct Mail Marketing”&lt;br&gt;“Trying to be Edgy”&lt;br&gt;“Dark Art of Email Marketing”&lt;br&gt;“Selling Likes on Facebook”</td>
<td>Connect Quiz G, Chapter 18</td>
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<td>10/31/14</td>
<td>Personal Selling and Sales Management Customer Management</td>
<td><strong>Chapter 20</strong>&lt;br&gt;“Seven Keys to Building Customer Loyalty”</td>
<td>Connect Quiz H (Chap 20)&lt;br&gt;Quiz IV, (Chapters 18, 19 and 20 plus articles)</td>
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<td>11/07/14</td>
<td>Supply chain management</td>
<td><strong>Chapter 16</strong></td>
<td>Guest speaker</td>
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<td>11/14/14</td>
<td>Global Marketing</td>
<td><strong>Chapters 3, 8</strong></td>
<td>Social media</td>
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Final exam: The final exam for this course will be given on Friday, December 12 at 10:30 a.m.. Please plan your life accordingly. This exam will cover the entire course. It will include assigned chapters in the text and the weekly assigned articles plus everything discussed in class. Please note the dates for the final and mid-term exams.

Mid-term make-up exam: If you miss the mid-term exam, you may take a make-up exam at the end of the semester. This exam will come primarily from the textbook.

Communication: I have found that the most useful way to communicate with me is via email. All email should be from your GMU email address and messages should include your course and section. Messages that don’t contain this information will be returned with the message, “Lacks ID.” If you don’t use your GMU email address as your primary email then I suggest you set it up to forward to the address you do use. In this instance please include your GMU email address as part of your ID. If you reply to an email I have sent to the class or to your team, please be sure to sign your email so I know who it is from.

Exam philosophy: All exams and quizzes will use standard scantron answer cards. Please bring several with you to each class that includes a quiz or exam. I have found that the scanning machines sometimes mis-grade erasures; therefore I strongly recommend that you always have an extra form and never turn in a card with an erasure. I will not give credit for an answer that has been scored incorrectly because of an erasure.

You should expect three kinds of questions on exams:

1. Questions to determine if you have read assigned material. This applies particularly to articles posted for class discussion.
2. Vocabulary – Do you understand the meaning of terms and concepts?
3. Concept understanding – Can you apply a concept to a particular set of facts? These can be difficult questions. Sometimes more than one answer may seem appropriate. Remember that you are always looking for the single best answer.

There will be at least one question on the mid-term exam taken from the syllabus.
Note: Exams and quizzes will cover all assigned reading through the date of the quiz or exam. Sometimes you will be tested on material that has not been discussed in class. If you do not understand concepts that are assigned but not discussed in class, be sure to ask questions about them.

Class participation: Class participation points are based on active participation in class discussion. Attending class regularly will not produce participation points. You cannot earn all of your participation points by speaking a lot in a few classes. Full participation points require that you ask thoughtful questions throughout the semester. Some forms of behavior, i.e. sleeping in class, reading a newspaper or magazine, leaving at the break may result in negative class participation points. While I make notes of class participation during classes I don’t attempt to track every spoken comment. Therefore there is inevitably a degree of personal interpretation on my part in assigning final class participation points. Sometimes students have different perceptions of their class participation than I do. You can deal with this by not aiming for minimal acceptable participation.

If you feel you will have difficulty speaking in class for reasons of culture or language fluency, meet with me during the first week of class and we will set up a plan to help you meet your class participation goals. I can help you at the beginning of the course. I cannot help you after the final exam.

I know that everyone has a life and that you have to make choices about your time. But we have a lot of material to cover in 14 weeks and class time is precious. If you are unable to attend class or choose not to come, you do not need to notify me. I don’t give excused absences. It is much easier to deal with special situations before they occur than afterwards. Please come to me during the first week of class to discuss any problems you have regarding sports teams, religious holidays or school related activities.

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

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

Classes start and end on time: Out of courtesy to your peers, students are expected to be in class on time and to remain for the entire class period. Multiple late arrivals are not acceptable. Frequently arriving late or leaving early will negatively affect your grade. If your schedule of work or other classes does not allow you to regularly come to class on time you should not take this class.

Disabilities: If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services. All academic accommodations must be arranged through the ODS.

Keep copies: Please keep an electronic copy of anything you submit for this class. Several hundred papers cross my desk each semester and once or twice I have misplaced one. Please have a back-up available should that occur.
Grades: I cannot grade input, i.e. how much work you put into the class. I can only grade output, i.e. your quizzes, tests and team activities. Note that I consider a B to be an excellent grade as does the School of Business and the University.

Academic Integrity: The integrity of the University community is affected by the individual choices made by each of us. GMU has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using MLA or APA format. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.

Electronic devices: No cell phones or laptop computers may be turned on except during breaks. (This means no texting during class.) Cell phones should be kept in backpacks or purses.

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

Writing assignments: All writing for this course should be double-spaced and should include the name of the writer (or team members) and the course section on the first page. Please do not submit any written work in folders or binders. Please put the section and team number (if applicable) on all assignments. An assignment that does not include your section number will automatically be docked two points. Please date all assignments and number the pages.

The Wall Street Journal: If you anticipate a career in business, becoming acquainted with the Wall Street Journal is one of the most useful things you can for yourself. If you work in business someone in the management structure above you reads the Journal. When you go for an interview you will make a much better impression if you are knowledgeable about issues in the company’s industry as well as business issues in general.

The Journal offers a student subscription for $1 per week, i.e. $15 for a semester. It won’t affect your grade in this course, but it can affect your career.

Information on the subscription offer is available at:


If you do sign up please indicate on the form that you attend Mason and are in my class.

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

Extra credit: There will be one or more extra credit assignments during the semester. Note that
10 points of extra credit can be earned by completing all of the Connect quizzes with a score of
80% or better.

No extra credit assignments will be available after the course has been completed.

RESEARCH REQUIREMENT (25 Points).

As scholars and educators in the School of Management, we should strive to add value to the
knowledge of future managers. We do this by teaching principles and practices that are based in
fact and supported by evidence – thereby stressing the importance of evidence-based practice in
our teaching. This ensures that when new claims come along, managers will be better able to
evaluate validity. To this end, students must learn the relevance of research to management
practice. We believe this is accomplished through direct experience with academic management
research. Students should be able to understand where research is used to inform practice, how
research should be done, what research tells us about business issues, and why such systematic
inquiry is useful above and beyond direct experience.

Two Options for Research Credit:

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

- Although there will be sufficient slots available during the semester, there is no guarantee that
  they will be available at the very end of the semester. Therefore, if this is an option you would
  like to choose, do not delay in signing up for an experiment as they become available.
- Students who fail to show up for a scheduled experiment may not be allowed back into the
  experiment at the discretion of the researcher. Students arriving late will not be allowed to
  participate in that session
- If you have participated in a specific experiment in a previous semester, you may not be allowed
  to participate in that experiment again.

Option 2: Research Lectures. If you would prefer not to participate in experiments or there are no other
experiments for you to participate in, you may also attend a one-hour lecture to fulfill the research credit.
You will earn 2.5% for the lecture. These lectures will be held a number of times over the course of the
semester on a variety of days and times and will focus on the importance or research in understanding and
refining marketing and management practice. Information and sign-ups for the research lectures will be
posted on the Experimetrix website.

WHAT YOU NEED TO DO:

1. In order to get research credit in this course, you must go to the following website:
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 25th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

September 12th --MANDATORY: ** All students must be registered on Experimetrix by this date!**

December 2nd: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

December 5th: Last day of classes.

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, not to your professor or lab instructor. You can also check the Help Me (FAQ) page on:

experimetrix.com/gmusom
“I see you’ve flown around the world in a plane, and settled revolutions in Spain. Around a golf course you’re under par. Metro–Goldwyn has asked you to star. Very impressive, I must admit, but we’re looking for someone with marketing experience.”

J.B. Handelsman (10/12/1987)