MKTG 303/301: Section 1 (3 credits)
Principles of Marketing, Fall 2015
7:30 – 8:45 am; Enterprise Hall 174

Professor:
  Brett Josephson
  Office: Enterprise Hall 124
  Telephone: 703-993-4207
  E-mail: bjosephs@gmu.edu
  Office Hours: Monday and Wednesday 10:30 am-12:00pm or by appointment

Textbook:

Course Objective:
  This course is designed to give students a broad exposure to the principles of marketing, from both a theoretical and managerial perspective. As an introductory course, its aim is to make all students (business and non-business majors) aware of the terminology, concepts, strategies, and techniques that are part of the world of marketing. The course relies upon lectures and discussions of the reading material, videotaped programs, and other supplemental materials (e.g., articles from the business press). Be sure to connect with the course space on Blackboard, I will be posting pertinent information in this space.

Upon completion of this course, students should be able to:
  1. Understand and use basic marketing terminology and concepts.
  2. Understand the basics of marketing planning, including the ability to identify the basic elements of a marketing plan.
  3. Appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy.
  4. Understand the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
  5. Describe the elements of the marketing mix, how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.
  6. Consider the global marketing environment and its impact on marketing strategy.

Basis for Evaluation:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>52.5%</td>
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<tr>
<td>Group project</td>
<td>35%</td>
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<td>Marketing research</td>
<td>2.5%</td>
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<tr>
<td>Daily assignments/quizzes</td>
<td>10%</td>
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<td><strong>Total</strong></td>
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Grading:
  Course letter grades will be assigned using the following scale:
  93 - 100 A  83 - 86 B  73 - 76 C
  90 - 92 A-  80 - 82 B-  72 - 60 D
  87 - 89 B+  77 - 79 C+  Below 60 F
Grade Appeals: If a student feels that the grade given on an exam or assignment is incorrect or inaccurate, s/he may appeal the grade by discussing it with the professor within one week of the date of the grade being posted. No exceptions.

Extra Credit:
There will be no extra credit given in this class.

Exams:
The examinations are designed to thoroughly test students' knowledge of the subject matter, rather than being just a rehash of material presented in class. Consequently, it is imperative that students read the textbook carefully, ask questions when material is presented in class, and anticipate exam questions that will require integration of concepts and critical thinking. The exam format is likely to consist of a combination of multiple-choice and true-false questions, and will consist of a midterm and a final exam. ALL EXAMS will be closed-book and closed-notes.

Unless prior arrangements are made with the professor, a missed exam will be given a zero score. Refer to the course schedule to determine when the exams are to be held. All arrangements must be made at least one week before any schedule exam or quiz. Only extreme circumstances will warrant an exception. 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. All students are graded with the same standard.

Product Market Report:
Each student is required to form a team with two to three additional students and complete a written Product Market Report, as well as a presentation of their report to the class. The Product Market Report assignment is specifically designed to get you accustomed to assessing particular product markets and the issues/factors that drive those markets. The Product Market Report also attempts to help you understand the tie between the physical product and the market requirements for the product. The Product Market Report will introduce you to sources of market information that are used often in product line management. All teams must select a product from Kickstarter or similar new venture platform. Each team needs to have their product approved by me no later than November 4th, 2015.

Written Guidelines
The written Product Market Report will consist, at a minimum, of the following elements:

- **Product Category Description** – this section should provide a technical description of the physical product that your report is covering. A discussion of relevant product attributes (both tangible and intangible) must be discussed in this section.

- **Differentiation within Product Category** – this section should include a discussion concerning how producers competing within the product category differentiate their product relative to the competitors (i.e., how do companies position their product by the use of differentiating the attributes of the product?). Do not discuss producers in this section; rather discuss the differentiation of attributes evident within the market.

- **Major Producers/Competitors** – provide a description of major producers/competitors of the product or in the market. You do not need to list every producer/competitor of the product, just those producers that either manufactures a significant volume of product or those producers that tend to be innovators or leaders within the product market. These are going to be the companies providing the most direct competition to your product.
- **Major Consuming Segments** – briefly describe the market segments that consume the product. What makes each segment unique relative to other segments?
- **Distribution Structure** – briefly discuss the general distribution structure for this product. In other words, how does the product get distributed to the marketplace (direct, wholesalers, brokers, etc.)?
- **Promotion Structure** – briefly discuss how the product is promoted within the market. In other words, what types of promotional efforts are used to market the product?
- **Pricing Structure** – briefly describe the pricing structure for your product within the market. Speculate with regard to how price is set in the market and how price is affected by consumers and competitors.
- **Substitutes** – provide a brief discussion of substitutes for the product being assessed. Think broadly when assessing substitutes.
- **Market Influencers** – discuss factors that can have a significant impact on the profitability and stability of the market for your product.
- **Market Forecast** – briefly provide a forecast for your product market. Is the market expanding or contracting? Discuss why. Provide an estimate for 1, 3, and 5 year sales. Anticipate competitor entry and subsequent cannibalization from the firm’s part.
- **References Cited** – provide a complete list of all references used to prepare your report.

Your written report should be no more than 25 pages in length (includes tables and figures but excludes the cover page). Please write the report using a san-serif font type (like Arial, CG Omega, or Verdana) and a 10-point font size. Reports can be either single or double-spaced. Please paper clip the pages of your report together when turning in – do not bind or staple your report. The written Product Market Report is due at the beginning of class on Wednesday December 16th. In addition, a digital copy of the Product Market Report is due by the end of the work day on June 16th by sending it to bjosephs@gmu.edu

**Presentation Guidelines**

Each student will also present their Product Market Report to the class. The presentation should be prepared on Microsoft PowerPoint and cover the same items outlined above for the written report, but in a more condensed format. The presentation should be no longer than 20 minutes in length. A 5 minute question and answer session will follow your presentation. There are no particular formatting guidelines for the PowerPoint-based presentation. Presentations start December 7th. **I will randomly select groups to present each day, so be sure to come prepared.**

**Research Assignment:**

As scholars and educators in the School of Business, 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. Participation in the experiment is worth 2.5% of your final grade. Information and sign-ups for the experiments will be posted on the Experimetrrix 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 able to participate in that specific experiment again.

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

WHAT YOU NEED TO DO:

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

   experimetrix.com/gmusom

2. Click “New User Registration” to create a username and password (simply log in if you have already registered on Experimetrix for a different school of business 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 301/303 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 MKTG or MGMT 301 in a previous semester, you should use the same login information and do not need to re-register **

Semester timeline

September 1st: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

September 11th --MANDATORY: ** All students must be registered on Experimetrix by this date!**

December 7th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

December 12th: 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: experimetrxi.com/gmusom

Other Assignments:
Quizzes and other exercises may be given at any time throughout the course. The number of assignments will vary depending on class situation. The objective of these assignments is to aid students’ understanding of the material covered in class, as well as to provide an incentive to read the textbook and come to class. Each assignment is likely to be unannounced or given only a day's advanced notice, so it is important that you are aware of each day's activities (especially on the days you miss class). Some assignments may be conducted in-class, others may be out-of-class. Unless prior arrangements are made, students will be unable to make up these assignments and will receive a score of zero for them.

Students with Disabilities:
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.

Department of Marketing Attendance Policy:
Students are expected to attend all regularly-scheduled class sessions. No outside activity from another class takes precedence over this class. To maximize your learning, you should attend all regularly-scheduled class sessions. If, for some reason, you must miss a class (or arrive late or leave early), please contact me via email prior to class to explain the situation. Because a great deal of information is only covered in class, it is easy to fall behind if you miss a session. The following are a list of excusable absences: (1) university sponsored events/activity, such as field trips, musical performances, judging teams, intercollegiate athletic events, etc., with appropriate documentation, (2) military service members, such as the National Guard or a reserve branch, and (3) other excused, including illness, personal crisis, mandatory court appearances, parental responsibilities, etc. These must be notified to the instructor, who will try to document reasonable accommodation. Written explanation may be requested, at the behest of the instructor.

Classroom Etiquette:
Though we often do not think of it in these terms, the classroom is a training ground for the real-world. Soon, you will graduate and find yourselves in interviews, business meetings, etc. As such, during class, you should conduct yourself professionally. Non-class-related activity, such as texting and/or checking email is bad etiquette, and will certainly not fly in the business world. In addition, such activities will interfere with your ability to learn and can be distracting to others. Please do yourself and everyone else a favor by conducting yourself professionally in class.

Expectations for Student Effort:
As an upper division (300 – 400 level) course for the School of Business, expectations for student effort/participation are increased. Specifically, students are expected to keep up-to-date in regards to the assigned reading, attend class regularly, and actively engage in classroom participation. This class should be given top priority in a student’s schedule. The University views these courses as transitions from lower division courses to the work required during your senior year, and beyond into your professional careers.

Academic Dishonesty:
**Community Standards of Behavior:** The mission of the School of Business 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 School of Business (SOB) 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. SOB 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 SOB. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

**George Mason University Honor Code:** Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that students are also evaluated individually. **While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.**

The following paragraph is taken from [http://oai.gmu.edu/the-mason-honor-code-2/mason-values-academic-integrity/](http://oai.gmu.edu/the-mason-honor-code-2/mason-values-academic-integrity/):

According to Webster’s dictionary, integrity is an “adherence to ethical principles.” A person who has integrity practices honesty in all things and does what is “right” even if it flies in the face of what is commonly accepted by their peers. Academic integrity refers specifically to those actions and intentions associated with your work at George Mason University.

Your commitment to not “cheat, steal, plagiarize, or lie in matters related to your academic work” is of great importance to the Mason community. Students who lack integrity devalue our degrees and harm Mason’s reputation, which can have a direct negative impact on you in your attempts to begin a career after graduation.

Academic integrity will be strongly enforced in this course. Any student caught cheating on any assignment will be given an F grade for the course or the assignment (depending on professor discretion). If given an F in the course, the student will not be allowed to withdraw from the course, and will be reported. Definitions of academic integrity can be found at [oai.gmu.edu/the-mason-honor-code-2/](http://oai.gmu.edu/the-mason-honor-code-2/). It is strongly suggested that you read and understand these definitions.

**Teams:**

Several assignments will be conducted through team efforts. These assignments include the product market report and presentation as well as the possibility of in-class assignments. 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.

**Use of Email:**
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.

**Cell Phone and Laptop Policy:**
You are encouraged to bring your laptop to class as an aid. However, there will be no need to use a cell phone in the course. Please do not text, check your email/Facebook/twitter/etc., during the class. It is very distracting to those who are sitting around you, and disrupts the learning environment. This sort of behavior is not tolerated in the business environment, and as such will not be tolerated in this course. If a student continues to engage in disruptive behavior, the instructor reserves the right to ask that student to (1) leave the class, and/or (2) deduct points from the student’s final grade.

**Good luck!** I hope you do well in this course!
## Schedule of Assignments

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Research/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/31</td>
<td>Week 1</td>
<td>Introduction, Syllabus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/2</td>
<td></td>
<td>Overview of Marketing</td>
<td>Ch 1</td>
<td></td>
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<tr>
<td>9/7</td>
<td>Week 2</td>
<td>LABOR DAY – NO CLASS</td>
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<tr>
<td>9/9</td>
<td></td>
<td>Developing Marketing Strategies and a Plan</td>
<td>Ch 2, 5</td>
<td>Initial Group Formation</td>
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<tr>
<td>9/14</td>
<td>Week 3</td>
<td>Analyzing the Marketing Environment</td>
<td>Ch 2, 5</td>
<td></td>
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<tr>
<td>9/21</td>
<td>Week 4</td>
<td>Consumer Behavior</td>
<td>Ch 6</td>
<td></td>
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<tr>
<td>9/23</td>
<td></td>
<td>Consumer Behavior/B2B</td>
<td>Ch 6, 7</td>
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<tr>
<td>9/28</td>
<td>Week 5</td>
<td>B2B/Global Marketing</td>
<td>Ch 7, 8</td>
<td>Initial Product Submission</td>
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<tr>
<td>9/30</td>
<td></td>
<td>Global Marketing</td>
<td>Ch 8</td>
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<tr>
<td>10/5</td>
<td>Week 6</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Ch 9</td>
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<tr>
<td>10/7</td>
<td></td>
<td>STP/Marketing Research</td>
<td>Ch 9, 10</td>
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</tr>
<tr>
<td>10/13</td>
<td>Week 7</td>
<td>Marketing Research</td>
<td>Ch 10</td>
<td>Columbus Day observation</td>
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<tr>
<td>10/14</td>
<td></td>
<td>Overflow</td>
<td></td>
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<tr>
<td>10/19</td>
<td>Week 8</td>
<td>Overflow &amp; Review</td>
<td></td>
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<tr>
<td>10/21</td>
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<td>EXAM 1 – Wednesday October 21*</td>
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</tr>
<tr>
<td>10/26</td>
<td>Week 9</td>
<td>Product, Branding, and Packaging</td>
<td>Ch 11</td>
<td></td>
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<tr>
<td>10/28</td>
<td></td>
<td>Developing New Products</td>
<td>Ch 12</td>
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<tr>
<td>11/2</td>
<td>Week 10</td>
<td>Developing New Products/Services</td>
<td>Ch 12, 13</td>
<td>Final Product Submission</td>
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<tr>
<td>11/4</td>
<td></td>
<td>Services</td>
<td>Ch 13</td>
<td></td>
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<tr>
<td>11/9</td>
<td>Week 11</td>
<td>Pricing</td>
<td>Ch. 14, 15</td>
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<tr>
<td>11/11</td>
<td></td>
<td>Pricing</td>
<td>Ch. 14, 15</td>
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<tr>
<td>11/16</td>
<td>Week 12</td>
<td>Pricing</td>
<td>Ch. 14, 15</td>
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<tr>
<td>11/18</td>
<td></td>
<td>Supply chain</td>
<td>Ch. 16</td>
<td></td>
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<tr>
<td>11/23</td>
<td>Week 13</td>
<td>Supply chain/Retailing</td>
<td>Ch. 16, 17</td>
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<tr>
<td>11/25</td>
<td></td>
<td>Retailing</td>
<td>Ch. 17</td>
<td></td>
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<td>11/30</td>
<td>Week 14</td>
<td>IMC</td>
<td>Ch. 18</td>
<td></td>
</tr>
<tr>
<td>12/2</td>
<td></td>
<td>IMC/Advertising</td>
<td>Ch. 18, 19</td>
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<tr>
<td>12/7</td>
<td>Week 15</td>
<td>Overflow &amp; Project Presentations</td>
<td></td>
<td>Presentation Day 1</td>
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<td>12/9</td>
<td></td>
<td>Project Presentations</td>
<td></td>
<td>Presentation Day 2</td>
</tr>
<tr>
<td>12/16</td>
<td>Week 16</td>
<td>Final Exam: Wednesday 7:30 – 10:15am</td>
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* The instructor reserves the right to alter the schedule of topics as appropriate to facilitate an optimal learning