Class time/place: Tuesday, 4:30-7:10 pm, Innovation 105

Professor: Dr. Melissa Martin
Office: 132 Enterprise Hall
Office phone: 703-993-4174
Office hours: Tuesday, 1:30-2:30 pm (by appt)
Thursday, 6:00-7:00 pm

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LinkedIn: www.linkedin.com/pub/melissa-martin/5/523/208

Overview

Course Overview
Sometimes, students don’t think marketing is important to them. I’ve heard comments like these:

“I know about marketing already. I’ve seen lots of ads.”
Marketing is much more than advertising. Identifying the must-have features for the next version of the iPhone? That’s marketing. Setting a price for a new line of Nikes? That’s marketing too. Deciding whether or not to sell high-end jewelry on the Internet? Marketing again.

“I don’t need to know marketing. I want to work with numbers.”
Do you hope to start your own business some day? To make partner at a consulting or accounting firm? If so, you’re going to need to be good at marketing, because finding and keeping customers will be part of your job. And if your plan is to be a corporate executive, you need to understand all facets of the company.

Marketing is the connection between the company and the outside world. Marketers strive to understand customers’ needs and wants, and use this understanding to guide decisions about developing, selling, delivering, and promoting products. Marketing also focuses on developing strong relationships with customers. We will explore all of these areas, maintaining a central focus on the creation of value for customers.

Learning Objectives
The course objectives map to seven of the ten SOM learning goals, as follows:

- Our students will be competent in their disciplines.
  You will learn to select target customer groups and to develop an appropriate marketing mix to serve these customers. The course provides a foundation in basic marketing for other courses in SOM.

- Our students will be effective communicators.
  You will use business writing skills and presentation skills in the team project.

- Our students will be knowledgeable about global business and trade.
  The course includes an exploration of global marketing issues.

- Our students will recognize the importance of ethical decisions.
  Ethics in marketing are examined in examples throughout the course.

- Our students will be knowledgeable about the legal environment of business.
  Relevant law governing certain types of marketing situations (deceptive advertising and price discrimination, for example) will be discussed.

- Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
  The class includes a team project, and special attention will be devoted to communication, cooperation, and group decision making.

- Our students will be critical thinkers.
  You will develop a strategic approach to marketing, emphasizing application and integration of concepts in order to solve problems and recognize opportunities.

Your progress against these goals will be measured in the exams and in the team project.

rev. 1/25/11
Prerequisites
Students who fail to meet these prerequisites may be dropped from the course:
- Sophomore standing (at least)
- Completion of both Economics 103 and Accounting 203 with a C or better

Course Website
An extensive course website is available. We are using a new version of Blackboard (version 9.1). To access the course website, visit http://mymason.gmu.edu, log on using your GMU email user ID and password, and click the “Courses” tab. You should see our course listed under the “Bb9.1 Course List” heading.

Course Materials
- OPTIONAL: a subscription to the McGraw-Hill Connect website (used for practice exams and extra credit assignments). This subscription is bundled with books purchased from the bookstore. If you buy a book elsewhere, you can purchase the subscription separately. See the course website for more information.
- Other online resources will be accessible through links on the course website.

How to Get Help
If you need to discuss a problem or to seek advice outside of class (whether related to MKTG301 or not), please do not hesitate to contact me. I am happy to assist in any way I can. You have plenty of options for contacting me—pick whichever one works best for you.
- Email me. I check email several times a day unless I am out of town. Usually the fastest way to reach me.
- Send me a message on LinkedIn or Twitter.
- Visit me in my office during regular office hours, or make an appointment to see me at another time.
- Telephone me in my office. Usually the slowest way to reach me, except during office hours.

Exams and Assignments

Exams
There will be three exams during the semester. The first two exams will be relatively short, each covering a small number of chapters. The final exam will be longer and will cover more material. Exams will consist of true/false and multiple choice questions, with the possibility of a few short answer/fill-in-blank questions.

Make-up exams will not be given after the exam date except in documented cases of serious illness or other emergencies. If you have a legitimate and unavoidable schedule conflict with an exam date, please discuss the situation with me at least two weeks in advance. See the course website for more information.

Team Project
In teams of approximately seven students, you will complete a project in which you will apply course concepts to a real-world product of your choice. You will identify appropriate target markets and design a marketing mix to serve each market segment. See the course website for more information. See the course website for more information.

Class Preparation and Quizzes
If you come to class unprepared, it limits our ability to apply course materials to real-world marketing situations, which is the best use of our time. Preparation means more than just opening the book and skimming it with a highlighter in your hand—it means doing your best to understand what you read. But a textbook chapter contains a great deal of information, which can make preparation a challenge.
For each reading assignment from the text, I will identify a few key concepts you should especially focus on when preparing for class. I encourage you to take notes on these concepts and to bring these notes to class in hard copy form. At most class sessions, I will give a short quiz on these concepts. If you brought your notes, you may use them during the quiz. You must take your own notes; sharing notes with a fellow student during a quiz is prohibited. Make-up quizzes will not be given; however, your lowest quiz score will be dropped. This means that you can miss one quiz without a penalty.

Class Participation
Most students report that they enjoy interactive classes in which they take an active role. Also, the more involved you are in class, the more you will learn and remember. But the class cannot be interactive without your cooperation. The bottom line: students share the responsibility for making a class interactive—or not.

In order to encourage you to actively participate, your contributions to class will be evaluated. You can participate by:

- Asking a question about something that confuses you
- Answering a question asked by the instructor or by another student
- Providing an example of a concept
- Critiquing a real-world marketing example.

Both quantity and quality of contributions will be considered. Informed, well-considered opinions are more valuable than comments made simply for the sake of talking.

You may earn partial credit by sending me links to articles, videos, etc., that offer good examples of marketing concepts; however, these activities cannot completely take the place of speaking up in class. Attendance alone will not earn participation points, but you cannot participate if you are not present in class. You also cannot earn a high participation score with active participation at just a few classes. The highest scores in the class will be earned by those who contribute regularly throughout the semester.

Certain disruptive behaviors—habitually showing up late, conducting private conversations during class, or distracting others by using a smartphone or laptop to do things unrelated to class—may result in deductions from your participation score, since these behaviors detract from the classroom atmosphere.

I will ask you to choose a permanent seat in the classroom after our break in the middle of the second class meeting. I will prepare a seating chart and will use it to learn your names and to record participation. If you do not sit in your chosen seat, you may not get credit for your contributions.

Research Participation
In order to give you first-hand exposure to the research process—something we will be discussing this semester—you will be exposed to academic research in progress at School of Management. Students in all sections of MKTG301 are required to complete this requirement in one of the following two ways:

1. Participation in a one-hour experiment
2. Attendance at a one-hour research lecture.

You must sign up in advance (online) for experiments and research lectures. Opportunities will be offered at various times during the semester, with space filled on a first come, first served basis. See the course website for more information.

Extra Credit
Two types of extra credit will be available in the course:

1. In-class activities: Occasionally we will complete activities in class (which might involve watching a video and then answering questions about it, or applying course material to a current marketing example). Members of the best-performing team in an activity will earn a small amount of extra credit toward their class participation scores.
2. LearnSmart: Our textbook publisher has a new learning product called LearnSmart, which offers a guided tour through the course material. You may qualify for extra credit toward your exam scores if you use LearnSmart regularly. See the course website for more information.
Grading
Your grade in the course will be computed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>13%</td>
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<tr>
<td>Exam 2</td>
<td>17%</td>
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<tr>
<td>Final exam</td>
<td>30%</td>
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<tr>
<td>Team project</td>
<td>20%</td>
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<tr>
<td>Quizzes</td>
<td>10%</td>
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<tr>
<td>Class participation</td>
<td>7.5%</td>
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<tr>
<td>Research participation</td>
<td>2.5%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
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<tr>
<td>B</td>
<td>80 – 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69.9%</td>
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<tr>
<td>F</td>
<td>0 – 59.9%</td>
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</tbody>
</table>

You must earn at least a C in MKTG301 to satisfy SOM degree requirements, and students are permitted to make at most three attempts to earn a C or higher in the course. If you take MKTG301 three times and fail to earn a C, you will not be permitted to take the course again. If you have questions about this policy, please see an academic advisor in ENT 008.

SOM considers a “B” to be a good grade, representing above average achievement, and I agree with this view. Average work earns a C, not a B. To earn an A, you must demonstrate outstanding mastery of the course learning objectives.

Announcements and Course Updates
I will use Blackboard (the Announcements feature) as the primary means of communicating with the class between meetings. It is your responsibility to check Blackboard regularly for announcements and site updates. In time-critical situations I may also send announcements to your MasonLive email account.

We will operate in accordance with official University decisions about weather-related cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable.

Absences from Class
If you are absent, it is your responsibility to find out from a classmate what you missed (both course material and announcements). If you expect to be absent frequently for reasons beyond your control, please discuss the situation with me.

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.

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. In this course you will be expected to adhere to the George Mason University Honor Code, and also to the specific rules listed below. Failure to do so may result in a score of zero points on the relevant assignment or in the filing of charges with the Honor Committee.

- Exams are “closed book.” This outdated term refers to both hard copy and electronic references and aids.
- Quizzes are “closed book” except for notes prepared by you in advance.
- Your answers on exams and quizzes must be entirely your own work, with no help given to or received from others.
- If you do extra credit work on LearnSmart, it must be your own work, with no assistance from others.
- Your team project paper and presentation must be entirely your work and that of your teammates.
- If you include quotations from the work of others in any of your writings, the quoted text must be enclosed in quotation marks or set apart in a single-spaced indented paragraph. A footnote or endnote citation must be clearly associated with the quoted material.
- If you reference the work of others in any of your writings through paraphrasing, you must identify the source through the inclusion of a footnote or endnote clearly associated with the paraphrased material.
- Sources for specific facts and statistics must also be cited in a footnote or an endnote that is clearly associated with the relevant facts.

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

### Preliminary schedule (SUBJECT TO CHANGE)

For the latest information, please see the schedule on the course website. Also, see the course website for specific page numbers for reading assignments. Reading is to be done before class unless otherwise stated.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Items due</th>
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<tbody>
<tr>
<td>1/25</td>
<td>Course Introduction Overview of Marketing</td>
<td>Syllabus Ch. 1</td>
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<td></td>
<td></td>
<td>(after class)</td>
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<td>2/1</td>
<td>Marketing Strategy Marketing Environment Project teams formed in class</td>
<td>Ch. 2 &amp; 4</td>
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<td>2/8</td>
<td>Consumer Behavior</td>
<td>Ch. 5</td>
<td>Sign up for Experimetrics (by Monday, Feb. 7)</td>
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<tr>
<td>2/15</td>
<td>Business-to-Business Marketing Segmentation, Targeting, &amp; Positioning</td>
<td>Ch. 6 &amp; 8</td>
<td>Team Contract and topic choice</td>
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<tr>
<td>2/22</td>
<td>Exam 1 (Ch. 1-2, 4-6) Segmentation (cont.)</td>
<td>Ch. 8</td>
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<tr>
<td>3/1</td>
<td>Marketing Research</td>
<td>Ch. 9</td>
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<tr>
<td>3/8</td>
<td>Product and Brand Strategy</td>
<td>Ch. 10</td>
<td>Team Project Preliminary Report</td>
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<td>Team Project Peer Evaluation #1</td>
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<tr>
<td>3/15</td>
<td>Spring Break - No Class</td>
<td>Ch. 11</td>
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<tr>
<td>3/22</td>
<td>New Product Development</td>
<td>Ch. 12</td>
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<tr>
<td>3/29</td>
<td>Exam 2 (Ch. 8-11) Services Marketing</td>
<td>Ch. 13 &amp; 14</td>
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<tr>
<td>4/5</td>
<td>Pricing</td>
<td>Ch. 17 &amp; 18</td>
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<td>4/12</td>
<td>Integrated Marketing Communications</td>
<td>Ch. 16</td>
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<td>4/19</td>
<td>Retailing and E-Tailing</td>
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<tr>
<td>4/26</td>
<td>Team Project Presentations Global Marketing</td>
<td>Ch. 7</td>
<td>Team Project Final Report</td>
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<td></td>
<td>Team Project Presentation File</td>
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<tr>
<td>5/3</td>
<td>Team Project Presentations Course Wrap-up</td>
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<td>Team Project Peer Evaluation #2</td>
</tr>
<tr>
<td>5/17</td>
<td>Final exam (Ch. 7, 12-14, 16-18)</td>
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