MSOM 303, Section 002, Spring 2011
Marketing in the Global Economy

Wednesday, 4:30 – 7:10 p.m., ENT 178

Dr. Frank Allen Philpot
Office: Enterprise Hall 124
Office phone: 703/993-4207
E-mail: Fphilot@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: Tuesday and Thursday, 3-4:15 p.m.. (Appointments are always recommended.)

Text: M: Marketing by Grewal/Levy (Second edition). This is a soft-cover book with a prominent red computer on the cover. It should not be confused with the hard-cover book with essentially the same title by the same authors which has a picture of four M&Ms on a white cover. Other required readings will be posted on the class website. At the Bookstore this comes with a Connect Access card you will need for the course. If you buy a copy elsewhere, but sure you are getting the second edition and that it includes the Connect Access card. (If it doesn’t McGraw-Hill, the publisher, will sell you the card online for about $20.)

Connect Material: The publisher provides significant additional content via its Connect website, and there will be four on-line quizzes that will be done on this site. This material is accessed at:

Learning goals for the Undergraduate Programs

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

**Learning goals for this course**

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

1. Understand the philosophy of marketing as a way of managing a company.
2. Be able to identify the components of the marketing mix and the role of each in a business plan.
3. Know the basic principles of consumer behavior as they relate to purchase decisions.
4. Understand the principles of segmenting and targeting markets and the advantages these principles provide.
5. Know the role of brands in product management and the concepts of positioning and repositioning.
6. Understand how the differences between products and services influence marketing plans.
7. Be able to identify the tools of marketing communication and know the advantages and disadvantages of each.
8. Understand the factors that influence pricing and distribution decisions.
9. Be able to identify and analyze issues of marketing ethics.
10. 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. If necessary you can turn the page of the syllabus to see everything that is assigned for a particular week.

- 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 to reading and preparing for this class.
Attendance

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 (approximately) six people who will work together the whole term, primarily on in-class quizzes and activities.

Most of the teamwork you do will be done in class, but your team will meet at least once outside of class to get acquainted and complete a short written assignment (Team Charter) that will be posted on the class website. 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 February 1. 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: 680 pts

| Exam I: | 340 |
| Exam II: | 340 |

Quizzes (best 4 of 5):

| Individual scores | 80 points |
| Team scores | 40 points |

Team report 100 points

Team Charter 15 points

Peer evaluations 20 points

Class participation 25 points

Connect Quizzes (4 at 5 pts. each) 20 points

Homework (2 at 10 pts. each) 20 points
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
MSOM 303.001

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/26/11</td>
<td>Introduction to course, Overview of Marketing</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2/02/11</td>
<td>Marketing strategies, The marketing environment.</td>
<td>Chapters 2, 4 “Tide Turns Basic” “David’s Bridal” “Whole Foods Shifts Strategy to Healthy” Extra Credit “Cheesecake Factory Success” “Food Lion Strategy” “Media and Retail Firms Meld”</td>
<td>Form teams, select report topics. Quiz I (Chapters 1, 2, 4 plus articles)</td>
</tr>
<tr>
<td>2/09/11</td>
<td>Consumer behavior Global marketing</td>
<td>Chapters 5, 7 “Grocery Shopping Behavior” “When too much is never enough” “EU Cornflake Standards,” Extra Credit “Company Culture Lost in Translation,” “EU Cornflake Standards,” “McDonald’s McArabia Sandwich”</td>
<td>Connect Test Quiz</td>
</tr>
<tr>
<td>2/16/11</td>
<td>Segmentation, targeting and positioning Business-to-Business Marketing</td>
<td>Chapters 8, 6 Chico’s Targets Boomers, “Big Girls Do Buy” “He Eats, She Eats” Extra Credit “Victoria’s Secret Brand Shift”</td>
<td>Reports I and II Team Charter Due</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>2/23/11</td>
<td>Marketing research</td>
<td>Chapter 9&lt;br&gt;“Naked Truth Meets Market Research”&lt;br&gt;“Tapping Into Online Chatter”&lt;br&gt;“Tesco Studies for U.S. Entry”&lt;br&gt;“Data Mining and Crime”</td>
<td>Report III&lt;br&gt;Quiz II (chapters 6, 8 and 9 plus assigned articles)&lt;br&gt;Connect Quiz A</td>
</tr>
<tr>
<td>3/02/11</td>
<td>Products, branding and packaging, Developing New products</td>
<td>Chapter 10, 11&lt;br&gt;“Liz Claiborne Jeans”&lt;br&gt;“Generic Products – House Brands”&lt;br&gt;“Beverage Wars”</td>
<td>Report IV</td>
</tr>
<tr>
<td>3/09/11</td>
<td></td>
<td></td>
<td>Exam I, Chapters 1, 2, 4, 5, 6, 7, 8, 9, 10, 11 plus assigned articles.</td>
</tr>
<tr>
<td>3/16/11</td>
<td>Spring Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/23/11</td>
<td>Services</td>
<td>Chapter 12&lt;br&gt;“Match.com among boomers”&lt;br&gt;“From Products to Services”&lt;br&gt;“New Funeral Options”</td>
<td>Guest speaker&lt;br&gt;Quiz III (Chapter 12 plus assigned articles.)&lt;br&gt;Connect Quiz B</td>
</tr>
<tr>
<td>3/30/11</td>
<td>Pricing</td>
<td>Chapter 13, “Putting Prices Into Focus,”&lt;br&gt;“Book Price War”&lt;br&gt;“Groupon Changing Prices”&lt;br&gt;“Peeved at Prices”&lt;br&gt;“Harry Potter Prices”&lt;br&gt;“Ice Cream Prices”</td>
<td>Report V</td>
</tr>
<tr>
<td>4/06/11</td>
<td>Retailing</td>
<td>Chapter 15, “Costco,”&lt;br&gt;“Department Store Problems,”&lt;br&gt;“Kill the Main Roof”&lt;br&gt;“Wal-Mart Pushes Store Delivery”&lt;br&gt;“H&amp;M Sells only in Cold Climes”</td>
<td>Quiz IV (Chapters 13, 15 plus assigned articles.)&lt;br&gt;Report VI&lt;br&gt;Connect Quiz C</td>
</tr>
<tr>
<td>4/13/11</td>
<td>Integrated marketing communication, advertising and sales promotion</td>
<td>Chapters 16, 17&lt;br&gt;“Extreme Advertising Pushes the Envelope”&lt;br&gt;“Groupon business flaw”&lt;br&gt;“Search Engine Advertising”</td>
<td>Report VII and VIII</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading Material</td>
<td>Assessments</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>4/20/11</td>
<td>Supply chain management, Personal selling and sales management, Customer management</td>
<td>Chapter 14 and 18 “Shirts at J.C. Penny”</td>
<td>Quiz V (Chapters 14, 16, 17 and 18 plus assigned articles) Report IX</td>
</tr>
</tbody>
</table>

**Final exam:** The final exam for this course will be given on Tuesday, May 12, at 4:30 p.m. Please plan your life accordingly.

**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 entirely from the textbook and will not include any extra credit questions. Like the mid-term exam, it will cover the first half of the course.

**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.

**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.
4. There will be at least one question on the mid-term exams 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 requires 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.

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 two weeks 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.

Extra credit: Each quiz will include two questions taken from the extra credit articles assigned for that period. Thus it is possible to earn 16 points of extra credit on the quizzes. From time to time I may also give small additional extra credit opportunities. These will be announced in class and will not be listed on the website.

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. Arriving late or leaving early will negatively affect your grade.

Business publications: During this course I strongly recommend that you regularly read a current business publication. The Wall Street Journal and BusinessWeek are the best choices and I will circulate
in class a form for a discount student subscription to the *Wall Street Journal*. You don’t need the *Journal* to pass the course with a good grade, but it will help you understand marketing and business.

**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, your quizzes, tests and team activities. Note that I consider a B to be an excellent grade as does the School of Management and the University.

**Honor code:** All activities in this course are to be conducted under the GMU honor code. (http://www.gmu.edu/depts/unilife/honorcode.html)

**Community Standards:** Please read the statement of SOM Community Standards posted on the class website.

**Announcements and schedule changes:** Because life happens (guest speakers cancel, classes are cancelled because of bad weather, I get sick, etc.) it may sometimes be necessary to make changes in the course calendar. These changes will be posted on the class website. Please check the website at least once a week.

**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 two weeks 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/religious_calendar.php.

**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.

**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. Please contact me to discuss a substitute for the initial team assignment if you have missed that.