Thursday, 7:20 p.m. – 10 p.m., Science and Tech II 07

Mr. Shaun Dakin, MBA – Thunderbird School of Global Management

Office: Enterprise Hall 054 (Adjunct Faculty Offices)
Phone: 703.201.1146 (mobile) Call between 9 AM and 5 PM
Email: sdakin@gmu.edu

Website: We will use Blackboard for this class. The URL for this class is https://courses.gmu.edu. If you are properly registered for the class you should see an entry for this course.

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

- Unique URL > http://connect.mcgraw-hill.com/class/s_dakin_section_003_spring_2011

The Connect Plus website is designed to help you master the material in the book more effectively. We will be using this throughout the course. Some of the features are:

- An interactive student tool kit
- Multiple-choice questions
- Flashcards of terms
- Video simulations

Office Hours: Thursdays @ 6:45 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 hardcover 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, Facebook Page and Twitter Account. 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.). Other required readings, videos or websites will be posted on the class website. (NOTE: These activities may be used in the quizzes)

Course prerequisites

Prior to beginning the minor in business, students must have completed 30 credit hours (sophomore standing). Completion of Economics 103 is strongly preferred but not required.

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.
My expectations of you:

1. 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 do not understand.
2. You are capable of being a team player and are able to work out disagreements among fellow teammates.
3. You are capable of balancing the demands of work, personal life and multiple courses.
4. You respect the GMU Honor Code and will abide by it.
5. You will do the assigned reading in advance of class.
6. You will be able to devote 5 to 7 hours per week to reading and preparing for this class.

In addition, you will practice the kinds of skills necessary in marketing through the assignments and class work including:

- Working in small groups to address marketing issues
- Problem solving, individually and in small groups
- Business writing
- Basic research capabilities pertaining to marketing and marketing decision-making.

Marketing is a discipline with a great deal of interaction with the external environment of a business. As such, marketing practices demonstrate a company’s behaviors and beliefs to consumers, suppliers, shareholders and other stakeholders. It is critical that marketers act ethically and assume a leadership role in business ethics. Ethics in business – particularly ethics in marketing – will be an emphasis.

This Course may not be taken for credit by School of Management majors.

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.

Late Work:

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

Class Organization – Learning Teams

This class will be organized into learning teams. You will be part of a team of (approximately) five people who will work together the whole term. You will be assigned teammates.

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.
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. 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 3rd. **You cannot choose your teammates.**

**Grading Points**

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams: All Multiple Choice</td>
<td>600</td>
</tr>
<tr>
<td>Exam I: 200 (50 Questions)</td>
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<tr>
<td>Exam II: 200 (50 Questions)</td>
<td></td>
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<tr>
<td>Exam III: 200 (50 Questions)</td>
<td></td>
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<tr>
<td>In Class Quizzes (best 4 of 5):</td>
<td>120</td>
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<tr>
<td>Individual (30 points each, 10 Questions)</td>
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<tr>
<td>Connect Quizzes (10 @ 10 points each)</td>
<td>100</td>
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<tr>
<td>Team report</td>
<td>90</td>
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<tr>
<td>Class participation</td>
<td>60</td>
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<tr>
<td>Team Charter</td>
<td>30</td>
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**Grading scale:**

- 960+ A +
- 940 - 950 A
- 900 - 930 A -
- 870 - 890 B +
- 830 - 860 B
- 800 – 820 B –
- 770 – 790 C +
- 700 – 760 C
- 600 – 690 D
- < 600 F
Electronic devices: No cell phones or laptop computers may be turned on except during breaks. (This means no texting, Facebook, Twitter, email, YouTube, etc. during class.) Cell phones should be kept in backpacks or purses.

Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading – Additional Reading will be posted on BlackBoard And Twitter</th>
<th>Activity / Homework / Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/27</td>
<td>Introduction to course Overview of Marketing</td>
<td>Chapter 1</td>
<td>Overview of Class Introduction to Marketing</td>
</tr>
<tr>
<td>2/3</td>
<td>Marketing strategies The marketing environment</td>
<td>Chapters 2, 4</td>
<td>Form teams Connect Quiz 1 Connect Quiz 2 Quiz I (Chapters 1, 2, 4)</td>
</tr>
<tr>
<td>2/10</td>
<td>Consumer behavior Global marketing</td>
<td>Chapters 5, 7</td>
<td>Select report topics Connect Quiz 3 Quiz II (Chapters 5, 7 plus articles)</td>
</tr>
<tr>
<td>2/17</td>
<td>Segmentation, targeting and positioning.</td>
<td>Chapter 8</td>
<td>Guest speaker Team Charter Due Team Reports 1A and 1B Connect Quiz 4</td>
</tr>
<tr>
<td>2/24</td>
<td>Professor Dakin will be out of town. A Proctor will supervise the Exam.</td>
<td>Chapter 8</td>
<td>Exam I (Chapters 1, 2, 4, 5, 7, 8 plus assigned articles and homework)</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading – Additional Reading will be posted on BlackBoard And Twitter</td>
<td>Activity / Homework / Testing</td>
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<tr>
<td>3/3</td>
<td>Marketing Research</td>
<td>Chapter 9</td>
<td>Guest Speaker</td>
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<td>Team Reports 2A and 2B</td>
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<td>Connect Quiz 5</td>
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<tr>
<td>3/10</td>
<td>Products, branding and packaging Developing new products</td>
<td>Chapter 10, 11</td>
<td>Team Reports 3A and 3 B.</td>
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<td>Connect Quiz 6</td>
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<td></td>
<td>Quiz III (Chapters 9, 10, 11 plus assigned articles and homework)</td>
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<td>3/17</td>
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<td>Spring Break</td>
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<tr>
<td>3/24</td>
<td>Pricing</td>
<td>Chapter 13, 14</td>
<td>Quiz IV (Chapters 13, 14 plus assigned articles)</td>
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<td></td>
<td>Supply Chain management</td>
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<td>Connect Quiz 7</td>
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<tr>
<td>3/26/09</td>
<td>Retailing</td>
<td>Chapter 15</td>
<td>Exam II (Chapters 9, 10, 11, 13, 14 and 15 plus assigned articles and homework)</td>
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<tr>
<td>4/7</td>
<td>Marketing Ethics Services</td>
<td>Chapter 3, 12</td>
<td>Team Reports 4A and 4B.</td>
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<td>Connect Quiz 8</td>
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<tr>
<td>4/14</td>
<td>Integrated Marketing Communication Advertising and Sales</td>
<td>Chapters 16 and 17</td>
<td>Guest Speaker</td>
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<td></td>
<td>Connect Quiz 9</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading – Additional Reading will be posted on BlackBoard And Twitter</td>
<td>Activity / Homework / Testing</td>
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<td>Promotion</td>
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<td>4/21</td>
<td>Personal selling and sales management</td>
<td>Chapter 18</td>
<td>Team Reports 5A and 5B.</td>
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<td>Direct Marketing</td>
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<td>Quiz V (Chapters 3, 12, 16, 17, 18 plus assigned articles)</td>
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<td>Connect Quiz 10</td>
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<tr>
<td>4/28</td>
<td>The effect of the Internet on Marketing</td>
<td>Direct Response, Google Ads</td>
<td>Guest speaker</td>
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<tr>
<td>5/5</td>
<td>Marketing and society</td>
<td>Web 2.0: Social Media</td>
<td>Review For Final</td>
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<td></td>
<td>Future trends in marketing</td>
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<tr>
<td>5/12</td>
<td>FINAL EXAM</td>
<td></td>
<td>Final Exam @ 7:30 PM – 10:15 PM</td>
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**Final exam:** The final exam for this course will be given on **Thursday May 12th at 7:30 PM**. Please plan your life accordingly. Please note the dates for the final and mid-term exams. **If your schedule cannot accommodate these exams do not take this course.**

**Make-up exam:** If you miss exams, 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.

**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. Like this → MSOM303 Section xx. Messages that don’t contain this information will be returned with the message, “Lacks ID.” I do this because I’ll have an email filter that will allow me to quickly see your message and respond. I commit to respond within 24 hours M-F, if not sooner.

I’ve also set up a Twitter Account for this class. It is required, I recommend that you sign up for Twitter and “follow” this Twitter Account @MS0M303 → [http://twitter.com/MS0M303](http://twitter.com/MS0M303)
**Facebook:** there is also a Facebook Page for this Class. I highly encourage you to “like” this page, as we will use it for ongoing discussions and commentary. The page is found here > http://tinyurl.com/GMUMSOM30311

**Lecture Notes:** I will post PowerPoint slides from the lecture on BlackBoard the **day after the lecture.**

**Homework / Connect Quizzes:** Before each class where it is indicated you will be expected to have completed at least a Connect Plus Quiz or interactive assignment from each chapter that we will discuss. The interactive assignments are important at helping you bring all the material that you are learning together for your understanding. **These assignments are graded.**

**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 as well as interactive features on the textbook website and information posted to Facebook and Twitter.
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 and homework 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, socializing on social networks, playing with your iPhone or 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.

If you miss more than one quiz or team activity or are unable to take one of the mid-term exams and wish to request a make-up test, you must bring me documentation supporting your illness, jury duty or special situations. Notes from mothers and bosses are not acceptable. If you are sick and feel you cannot attend a class but do not have a regular doctor, consider visiting the GMU Student Health Service (Student Union Building I) and seeing one of the nurse practitioners for a medical excuse.

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 questions taken from the extra credit articles assigned for that period. Thus it is possible to earn 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.

Classroom Professionalism and Civility: Think about this class as a job interview. Would you arrive on time? Would you be prepared? Would your cell phone be turned off? Would you take care in your word selection and respect for others?

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://academicintegrity.gmu.edu/honorcode/
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 and Facebook page. Please check the class website at least once a week.

Electronic devices: No cell phones or laptop computers may be turned on except during breaks. (This means no texting, Facebook, Twitter, email, YouTube, etc. 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 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.

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.

Alerts: Please sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu

Emergency: An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists at: http://www.gmu.edu/service/cert/