MKTG 301, Section 004, Spring 2011
Principles of Marketing

Tuesday, 4:30 – 7:10, University Hall 1200

Dr. Frank Allen Philpot
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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: Mondays and Wednesdays, 3–4 p.m.. (Appointments are always recommended and I am happy to meet with you at a time outside my regular office hours if that is more convenient for your schedule.)

Text: Marketing by Grewal/Levy (Third edition). It is available both as a hard-cover edition and as a loose-leaf version for a three-ring binder. The loose-leaf version is cheaper, but the Bookstore will not buy it back. (You can, of course, sell it to another student.) Since the Bookstore does not make as much money on the loose-leaf version, you may have to ask for that. The new copy from the bookstore includes a card with access to McGraw-Hill’s on-line Connect content which you will need for the course. If you buy a book elsewhere that does not include this card, you will have to buy the Connect access from McGraw-Hill for an additional $30.

The URL for the Connect content is: http://connect.mcgraw-hill.com/class/f_philpot_004.

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:**

- 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 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 five people who will work together the whole term, on in-class quizzes and a report to the class on a marketing topic.

During the first weeks of the semester 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. I will post the seating chart on the class website. After it has been posted, if you are called on and are not in your assigned seat you will lose one point.

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 7. 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: 550 pts

Exam I: 125
Exam II: 125
Final Exam: 300

Quizzes (best 4 of 5):

Individual scores 80 points
Team scores 40 points
Team report 200 points
Team Charter 15 points
Peer evaluations 40 points
Class participation 40 points
Experimental participation 25 points
Connect Assignments 10 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

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
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| 1/24/12  | Introduction to course. How to get a good grade in this course. A good team report. Overview of Marketing | **Chapter 1**  
“2011 Suzuki” | Form teams, select report topics  
**Quiz I** (Chapters 1, 2, 4 plus articles) |
| 1/31/12  | Marketing Strategies  
Marketing Environment  
Strategies for taking tests.  
Global Marketing | **Chapter 2**  
“Tide Turns Basic”  
“David’s Bridal”  
**Chapter 4**  
“Whole Foods Shifts Strategy to Healthy”  
“Food Lion Strategy” | Quiz II (Chapters 5, 7 plus articles)  
**Connect Quiz A**  
**Connect Quiz B** |
| 2/07/12  | Consumer Behavior  
Strategies for taking tests.  
Global Marketing | **Chapter 5**  
“Clam Chowder”  
“Ten for $10”  
**Chapter 7**  
“EU Cornflake Standards”  
“Company Culture Lost in Translation”  
“McDonald’s McArabia Sandwich” | Team Charter Due  
Exam I (Chapters 1, 2, 4, 5, 7, 8, plus articles) |
| 2/14/12  | Segmentation, Targeting and Positioning  
Marketing Research  
Products, branding and packaging | **Chapter 8**  
“He Eats, She Eats”  
“Cell-Phone Moms” | Team Report I  
**Connect Quiz C** |
| 2/21/12  | Developing New Products  
Services | **Chapter 9**  
“Naked Truth Meets Market Research”  
“What They Know”  
**Chapter 10**  
“Liz Claiborne Jeans”  
“Generic Products – House Brands” | Quiz III (Chapters 8, 9 10 plus articles) |
| 2/28/12  | | **Chapter 11**  
“Old Brands Return”  
**Chapter 12** | |
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<th>Date</th>
<th>Course</th>
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<tr>
<td>3/06/12</td>
<td>Pricing</td>
<td>Chapter 13 “Putting Prices Into Focus”</td>
<td>Team Report III</td>
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<td>“Book Price War”</td>
<td>Connect Quiz E</td>
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<td>“Peeved at Prices”</td>
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<td>“Ice Cream Prices”</td>
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<td>3/13/12</td>
<td>Spring Break</td>
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<td>3/20</td>
<td>Supply Chain</td>
<td>Chapter 14 “Shirts at J.C. Penny”</td>
<td>Team Report IV</td>
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<td>Management</td>
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<td>3/27/12</td>
<td>Retailing</td>
<td>Chapter 15 “Costco”</td>
<td>Team Report V</td>
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<td>“Department Store Problems”</td>
<td>Quiz IV</td>
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<td>4/03/12</td>
<td>Customer Service</td>
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<td>Management</td>
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<td>Team Report VI</td>
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<td>Connect Quiz G</td>
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<td>4/10/12</td>
<td>Integrated Marketing</td>
<td>Chapter 16 “Extreme Advertising Pushes the Envelope”</td>
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<td>Communication, Public</td>
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<td>Promotion</td>
<td>Chapter 17 “Effectiveness of Email and Direct Mail</td>
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<td>Marketing”</td>
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<td>“How Facebook Sells You”</td>
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<td>“Old Spice Man”</td>
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<td>4/17/12</td>
<td>Personal Selling and</td>
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<td>Team Report VIII</td>
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<td>Sales Management</td>
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Connect Quiz I
Current Issues: I believe that an understanding of current issues in marketing is a vital part of this course. To achieve that I will post current articles for class discussion on the website on Friday afternoon. Almost all of these articles will show up as quiz or exam questions. In some cases the questions will come from the class discussion rather than just from the article itself.

Connect Assignments: There are 10 on-line quizzes to be taken at Mc-Graw-Hill’s Connect website, http://connect.mcgraw-hill.com/class/f_philpot_004. You will receive one point for taking each quiz. If you score more than 80% 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. Each will close at 5 p.m. on the day it is assigned. In other words, you can take the quizzes in advance, but not after the assigned date.

Final exam: The final exam for this course will be given on Tuesday, May 15 at 4:30 p.m. Please plan your life accordingly. The final 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 one of the two mid-term exams you may take a make-up exam at the end of the semester. This exam will be taken entirely from the textbook.

Communication: Email is the most important form of communication for this class. Please note that if I send a general email to the class and you respond by hitting the “Reply” button, the message I receive will not show your name, only your email address which does not serve to clearly identify you.

Please be sure that any email to me shows you full name as well as your class and section. I teach three different marketing classes and four sections. An email that simply says, “Professor, do we have a quiz next week?” is difficult for me to answer if I don’t know who you are and which class you are in.

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 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.

If you feel you will have difficulty participating in class because of cultural or personal reasons, please come to see me early in the semester. I will not excuse you from the participation requirement, but I will try to help you meet it as painlessly as possible.

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.

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. I will announce any changes via an email to the class from Blackboard. Read your email.

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 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://www2.gmu.edu/dpt/unilife/pages/religiouscalendar0910.htm

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.

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.
**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.

**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 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:

   [experimetrix.com/gmusom](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 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.

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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 **

January 26th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

February 8th --MANDATORY: ** All students must be registered on Experimetrix by this date!**

April 27th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May 2nd: 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

Three tries: This course requires a minimum grade of C to satisfy SOM degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Effective Fall 2010, registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

If you must pass this course: The McGraw-Hill Connect website has a tool called Learn Smart that provides drill and practice on the textbook contents. If you spend 30 minutes a day during the semester using Learn Smart (and come to class regularly) you will almost certainly pass the course.
“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.”