Course Objectives: The objectives of this course are to

- Introduce students to the terminology, functions, institutions and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology.
- Span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through the development of a team-created rudimentary marketing plan.

CAUTION: You must satisfy all prerequisites stated in the Schedule of Classes. Failure to do so may result in being dropped from this class. The prerequisites for this course are sophomore standing and C or better in ACCT 203 and ECON 103.


Activating premium content requires registration. You can use your registration code to register, or purchase access. Resources include Slideshow narratives of each chapter, iPod content, chapter summaries, flashcards, and glossary of terms. These features may help your performance in this class.

The Essence of Marketing

Marketing professionals are charged with the responsibility to attract, retain and grow relationships with customers, suppliers and enterprise facilitators, consistent with organization-wide objectives. Marketing success is rooted in understanding and assuring customer satisfaction by creating and delivering value to selected target clients.

Marketing practitioners translate consumers’ needs and preferences into products and services that add value to organizations’ offerings. Value creation is both easier and more challenging in a social media world. As consumers take center stage using new and interactive media their preferences become easier to track while expressing their concerns and seeking alternatives have never been easier. Organizations face higher standards of performance and greater competition for delivering value when competition is a mouse click, IM, TXT, or GPS voice away.

As consumers actively search for alternatives, express their experiences through vibrant social networks, and dispense and gather information and images through easy to access world-wide and mobile media, the imperative for organizations to respond effectively to consumers and competition has never been greater. Consumer controlled media also challenge organizations’ abilities to define the meaning of their brands in a marketplace of information clutter, contest the relevance of traditional one-way channels in reaching target markets, and remind decision makers of the changing character of the information architecture that supports their brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated. Based on that knowledge marketing practitioners develop strategies that create and add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, analysis of competition, marketing research, market segmentation and competitive positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality as well as pricing, distribution and promotion decisions that build customer satisfaction.

In a computer-mediated, networked economy, marketing success is constantly being redefined. Marketing success today is based on the breadth and depth of interactive product and communications architecture that competes in a mobile, global, multicultural, multilingual and multimedia electronic supermarket.

Majoring in Marketing

The study of marketing prepares students for a broad range of domestic and international career options. Opportunities are strong in marketing as technology firms, government agencies, the non-profit sector, manufacturing and service providers advance their efforts to be market- and customer-value driven.

Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages and culture.
Course Objectives and School of Management Learning Goals

This course addresses the following Learning Goals of the School of Management:

1. **Our students will be competent in their discipline.**

   Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written in-class exercises, on-line homework assignments and class participation. The on-line assignments are based on *Connect Marketing* Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

   For most students the course will be their first and last university-level class in marketing. Central to the purpose of this course is to insure that students understand the role and importance of marketing in all organizations. Therefore understanding the essentials of marketing as applied to all institutions as well as self marketing is the central feature demonstrating discipline competence.

2. **Our students will be aware of the uses of technology in business.**

   This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and *Connect Marketing* learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.

3. **Our students will be effective communicators.**

   This section of Marketing 301 requires all students to demonstrate their writing and speaking skills by composing and presenting a rudimentary marketing plan using Word and PowerPoint. Students will also be graded on their oral and written class participation.

4. **Our students will have an interdisciplinary perspective.**

   Introductory marketing draws upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics.

5. **Our students will be knowledgeable about global business and trade.**

   This course has an entire chapter devoted to international marketing and trade. The issues of marketing standardization versus adaptation underscore the concepts of comparing and contrasting cultures. Examination of international trade institutions such as EU, GATT, IMF, and WTO exemplify the commitment to understanding global trade. Additionally, each textbook chapter features international cases, examples or cases.

6. **Our students will recognize the importance of ethical decisions.**

   The book for this course features an entire chapter marketing ethics. Additionally each of the nineteen chapters has a separate ethical dilemma example that range from issues of junk food, targeting seniors, price discrimination for “ladies’ night” at bars to spying on consumers. The group project includes a section on business model sustainability and company social responsibility.
Course Objectives and School of Management Learning Goals (cont.)

7. Our students will be knowledgeable about the legal environment of business.

The chapter “Analyzing the Marketing Environment” includes an overview presentation of the major regulatory and legislative initiatives that impact marketing practice.

8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.

Students in this class will be part of a group working on the class project that requires you to conduct research and make recommendations. That project requires communication, cooperation, leadership, decision making and group consensus finding.

9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.

Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

10. Our students will be critical thinkers.

Examinations require students to understand, apply and synthesize a variety of marketing issues, concepts, approaches and principles in a comprehensive, strategic approach. Key elements of the marketing plan require an explanation and defense of recommended courses of action.

Student Responsibilities: For a summary of relevant university policies, see:
http://www.gmu.edu/catalog/apolicies/index.html

Course activities and daily processes: Read assigned readings and cases prior to attending class. For tests, you are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

Exam Processes: You will take three closed-book, closed notes exams in this course - two hour exams and a final. Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

Exam makeups: 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. No extra credit is offered to anyone. All students are graded with the same standard.

Prerequisites and Registration: Prerequisites for the course are sophomore standing and C or better in ECON 103 and ACCT 203. Students are not officially added or dropped from a course section until the drop or add slip is processed by the Registrar.
Student Responsibilities (cont):

Virtual Classroom: Due to unpredictable weather and traffic, there may be a day when I am unable to attend class. During such a rare case, check your e-mail by noon the day of class. I am usually on campus by then, so if I’m stuck in traffic you will know about by that time.

Disability: 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.

Community Standards of Behavior: The mission of the School of Management 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 SOM 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.

SOM 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 SOM.

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://academicintegrity.gmu.edu/honorcode

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

Students are expected to follow the honor code as presented in the University's publications. Infractions or appeals may be referred to the Honor Council for resolution.

It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time
period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically - Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

**Religion:** Students who will miss class for religious reasons should inform me of their anticipated absences during the first two weeks of the semester.

**Personal Challenges:** GMU and SOM provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. SOM majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

**Classroom Professionalism and Civility:** Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

**Teams:** Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. 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. Also, students can be “fired” from the team, but by so doing, the team will receive a 5% penalty for their actions.

**Late Work:** Assignments delivered late will be penalized 10% for each class day missed.

**Use of E-Mail:** Consistent with federal privacy laws, I do not respond to non-gmu e-mail with confidential information. I respond only to [YourName@gmu.edu](mailto:YourName@gmu.edu) e-mail and I do not open attachments.

**Grading Methods and Requirements:** For more information regarding grading policies, class attendance and the Honor Code, see [http://www.gmu.edu/catalog/apolicies/index.html](http://www.gmu.edu/catalog/apolicies/index.html)

**THREE EXAMS (worth 500 semester points)** - testing for this course will include a combination of multiple choice and problems that cover text, lecture, discussion, and cases. Multiple choice questions typically comprise most of the points on a typical exam. Students must provide their own SCAN-TRON sheets that are used for testing.

**EIGHT IN-CLASS ASSIGNMENTS (worth 100 semester points)** – Eight In-class, team-based assignments are due throughout the semester. Each assignment will address a specific point from the field of marketing, as applied to your marketing plan. These assignments will be done in class and signed on by each member of your marketing plan team. Each submitted assignment will reflect the efforts of the team. Team members who do not participate in the assignment will receive a grade of zero for the exercise.

Each assignment is associated with a template found on Blackboard. See In-Class Templates 1 – 8. Each member of each team should download the template and bring it to class prepared to fill it out, based on in-class team discussion.

**IN-CLASS Assignment Evaluation Checklist:**

1. Failure to respond to the assignment with significant thought or purpose – NO points.
2. Responds to the assignment with some signs of insight and care – 1 point.
3. Responds to the assignment with clear signs of insight and care – 2 points

4. Responds to the assignment in a way that shows thorough grasp of concept, relevant teaching materials and outside sources – 3 points.

5. Goes beyond Level # 4 to offer thoughtful and creative strategic recommendations – 4 points.

**MARKETING PLAN (worth 200 semester points)** - Each team will prepare and present a written marketing plan for a brand the team agrees upon, with the approval of the course professor. See text Exhibit 2.2, page 39 and “The Marketing Plan” pages 38 - 48. Also see the document, “Marketing Plan Template Spring 2012” posted in Blackboard for the format of the paper. Half of your Marketing Plan grade will be based on an in-class presentation comprised of a 10 minute PowerPoint speech and 5 minutes of questions from the class and the course instructor. All students will stand in front of the class and speak.

Marketing Plan grades are determined by written and oral content that is consistent with the principles articulated in this course. See “Marketing Plan Worksheet Instructions Spring 2012” for guidance and grading rubric. Also, In-Class Assignments 1-8 are trial efforts in composing the required Marketing Plan. Incorporating the instructor’s feedback on In-Class 1-8 into the Marketing Plan will improve the team’s grade.

The following are examples of marketing plans of the type I hope you will be inspired to tackle. Other topics will be considered but they must receive be approved and no duplicate marketing plan topics are allowed.

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<thead>
<tr>
<th>Bitcoin</th>
<th>Reputation.com</th>
<th>Arlington Bikeshare</th>
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<td>Fiskar Karma</td>
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<td>WalMart Videos</td>
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<td>Care.com</td>
<td>Guardian Whole House Generators</td>
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<td>Colvin Run Mill</td>
<td>Burke &amp; Herbert Bank</td>
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<td>DrinkMore</td>
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<td>Kona Blue Water Farms</td>
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<td>Polk I.Sonic</td>
<td>Gladiator Garage Systems</td>
<td>Choose to Save</td>
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<td>US Foodservice</td>
<td>Martha Stewart Omni</td>
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<td>Roller Derby</td>
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<td>Tire Van</td>
<td>WakeUpWalmart.com</td>
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<td>Cityyear</td>
<td>Hylton Arts Center</td>
<td>US Postal Service</td>
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<td>GMU Aquatics Facility</td>
<td>Town &amp; Country Vet Hosp</td>
<td>Herman Miller Office Furniture</td>
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<td>Black &amp; White</td>
<td>Nespresso</td>
<td>Pandora</td>
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<td>Disney Institute</td>
<td>Good Returns</td>
<td>Land Rover</td>
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<td>myedgepro.com</td>
<td>Dermaroller</td>
<td>eneloop electric bike</td>
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<td>Bonefish Grill</td>
<td>Ziggs</td>
<td>Artie's Restaurant</td>
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<td>Helio</td>
<td>JW Marriott Time Square</td>
<td>Eclipse Aviation</td>
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<tr>
<td>You Walk Away</td>
<td>Linkedin</td>
<td>Mailbox Store</td>
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CLASS PARTICIPATION (75 semester points) – Your in-class efforts as evaluated by the instructor and your teammates, primarily, however, with daily in-class quizzes. Class attendance without speaking contributes nothing toward this grade.

HOMEWORK (100 semester points) – Eighteen sets of homework assignments are due by 10:30 am on the day they are assigned. However, you can access these assignments as of today. You will only have two opportunities to complete each assignment, so I recommend you work on each assignment the week they are due. To access these eighteen groups of assignments, point to http://connect.mcgraw-hill.com/connect/shortUrl.do?accessUrl=p_harvey_spring_2012_sections_002__003 and follow the instructions listed in the file First Day of Class.

RESEARCH REQUIREMENT (25 of semester 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 research exercise. Information and sign-ups for the research options 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 25 points 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:

   https://experimetrix2.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.

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

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:

https://experimetrix2.com/gmusom/

** Semester Grading Scale: ** Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>166</td>
<td>960+</td>
<td>A+</td>
</tr>
<tr>
<td>Second Exam</td>
<td>167</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Final Exam</td>
<td>167</td>
<td>900 - 939</td>
<td>A-</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>200</td>
<td>870 - 899</td>
<td>B+</td>
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<tr>
<td>In-Class Assignments</td>
<td>100</td>
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<td>B</td>
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<tr>
<td>Class Participation</td>
<td>75</td>
<td>&lt; 600</td>
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<tr>
<td>Homework</td>
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<tr>
<td>Research Requirement</td>
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<td>TOTAL</td>
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** DAILY SCHEDULE OF CLASS ACTIVITIES **

** DATE **
** ASSIGNMENT **

Jan 24
Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted. Be patient. Experiments will NOT be posted for the first few weeks of the semester.
DATE ASSIGNMENT

BEFORE the first class meeting you will need to fulfill the following eight requirements:

1. Download, print, sign and bring to class your Prerequisites document file posted on the Blackboard site for this course at MyMason, click on the Courses Tab
2. Download, print and bring the course Syllabus posted on Blackboard
4. Download, print and bring the Chapter 1 & 2 PPT slides posted on Blackboard. Printing the slides will assist in your note taking. I recommend the print option “3 Slides per page Handouts.”
5. Download, print and bring to class In-Class Assignment 1, due Jan 31 posted on Blackboard
6. Download, print and bring to class MasterLock Marketing Plan posted on Blackboard
7. Find your team number in the Blackboard grade book, under “Team #” and remember it so you can meet your teammates
8. Download, print and bring to class Team Evaluation Form, posted on Blackboard

Here are the activities planned during class time Jan 24:

Discuss the course requirements, the course syllabus and introduction to marketing.
View LearnSmart Video

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

Be prepared to discuss “Do people want padlocks or something else?” at http://www.youtube.com/watch?v=FxbV1ljvJSw&NR=1

Discuss Team Assignment “Adding Value” due Jan 26. Each team assemble in front of class and address the question associated with their link assigned to them.

Teams 1-3 Product (creating value. How do retailers add value?) What is unique about Trader Joes? http://www.youtube.com/watch?v=OdB7GDZY3Pk

Teams 4-6 Price (capturing value. Why would a service provider like this app?)
http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html

Teams 7-9 Place (delivering value. What is Diapers.com trying to accomplish? Why should CVS be worried about them?)
http://www.youtube.com/watch?v=6zXOW6v0c8s
DATE    ASSIGNMENT

Teams 10-12  
Promotion *(communicating value, What is Allstate worried about?)*
http://www.youtube.com/watch?v=jL9duLVeFRM&feature=channel

Teams 13-16  
Exchange *(understanding value, e.g., What is the role of customer satisfaction in marketing?)*

Jan 26  *Connect Marketing homework assignments are due by 10:30 am today.*  
Point to the *Connect Marketing Jan 26* links and finish and file all homework by 10:30 am.

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

Discuss Marketing Plan assignment.  In-class team meetings.
Discuss In-Class Assignment #1 due Jan 31

Jan 31  *Connect Marketing homework assignments are due by 10:30 am today.*  
Point to the *Connect Marketing Jan 31* links and finish and file all homework by 10:30 am.

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

In-Class Assignment #1 due.  *In – Class # 1 is an individual assignment, due from each student in class. Download this document from Blackboard, complete the assignment and submit it during class.  See syllabus for late work penalty.*

*TEAMS 15 and 16 ORAL PRESENTATIONS: Industry Trend Analysis*

Feb 2  *Connect Marketing homework assignments are due by 10:30 am today.*  
Point to the *Connect Marketing Feb 2* links and finish and file all homework by 10:30 am.

Discuss Chapter 3 – Marketing Ethics.  Read the chapter and review ppt slides.
Discuss In-Class assignment #2 due Feb 7.

Feb 2  
All students must register on Experimetrix by today

Feb 7  *Connect Marketing homework assignments are due by 10:30 am today.*  
Point to the *Connect Marketing Feb 7* links and finish and file all homework by 10:30 am.

Discuss Chapter 4 – Analyzing the Marketing Environment.  Read the chapter and review ppt slides.

*In-Class Team Assignment #2 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions.  Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.*

*TEAMS 13 and 14 ORAL PRESENTATIONS: Mission Statement Analysis*
DATE ASSIGNMENT

Feb 9 Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Feb 9 links and finish and file all homework by 10:30 am.

Discuss Chapter 5 – Consumer Behavior. Read the chapter and review ppt slides. Discuss In-Class assignment #3 due Feb 14.

Feb 14 Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Feb 14 links and finish and file all homework by 10:30 am.

Discuss Chapter 6 – Business-to-Business Marketing. Read the chapter and review ppt slides. Review for Exam 1

In-Class Assignment #3 due. In – Class 3 is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.

TEAMS 11 and 12 ORAL PRESENTATIONS: Key Reasons Analysis

Feb 16 FIRST HOUR EXAM 50 multiple choice questions from Chapters 1 - 6, lecture, discussion, videos, handouts and cases from Jan 24 to date. See Exam 1 Samples in Blackboard.

Feb 21 Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Feb 21 links and finish and file all homework by 10:30 am.

Discuss Chapter 7 – Global Marketing. Read the chapter and review ppt slides.

Feb 23 Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Feb 23 links and finish and file all homework by 10:30 am.

Discuss Chapter 8 – Segmentation, Targeting, and Positioning. Read chapter and review ppt slides. Discuss In-Class Assignment #4 due Feb 28.

Feb 28 Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Feb 28 links and finish and file all homework by 10:30 am.

Discuss Chapter 9 – Marketing Research/Information Systems. Read chapter and review ppt slides. Conferences with Marketing Plan teams

Discuss In-Class Assignment # 5 due Mar 1.

In-Class Team Assignment #4 due. This is a team assignment, with one paper being submitted from each team. See page 4 of “Marketing Plan Template Spring 2012” for an example of this assignment.

TEAMS 9 and 10 ORAL PRESENTATIONS: Key Objectives Analysis
DATE       ASSIGNMENT

Mar 1       Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Mar 1 links and finish and file all homework by 10:30 am.  

Discuss Chapter 10 – Product, Branding, Packaging Decisions. Read chapter and review ppt slides.  

In-Class Team Assignment #5 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.  

TEAMS 7 and 8 ORAL PRESENTATIONS: Customer Value Proposition Analysis  

Mar 6       Connect Marketing homework assignments are due by 10:30 am today. Point to the TWO Connect Marketing Mar 6 links and finish and file all homework by 10:30 am.  

Discuss Chapter 11 – Developing New Products. Read the chapter and review ppt slides.  

Discuss Chapter 12 – Services: The Intangible Product. Read the chapter and review ppt slides.  

Review Chapters 7 – 12 and prepare for Exam 2.  

Mar 8       SECOND HOUR EXAM 50 multiple choice Chapters from 7 - 12, lecture, discussion, videos, handouts and cases from Feb 21 to date. See “Exam 2 Samples” on Blackboard.  

Mar 20      Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Mar 20 links and finish and file all homework by 10:30 am.  

Discuss Chapter 13 – Pricing Concepts for Value. Read the chapter and review ppt slides.  

Discuss In-Class Assignment # 6 due Mar 22.  

Mar 22      Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Mar 22 links and finish and file all homework by 10:30 am.  

Discuss Chapter 14 – Strategic Pricing Methods. Read the chapter and review ppt slides.  

Discuss In-Class Assignment # 7 due Mar 27.  

In-Class Team Assignment #6 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.  

TEAMS 5 and 6 ORAL PRESENTATIONS: Market Segment Analysis  

Mar 27      Connect Marketing homework assignments are due by 10:30 am today. Point to the Connect Marketing Mar 27 links and finish and file all homework by 10:30 am.  

Discuss Chapter 15 – Supply Chain Management. Read the chapter and review ppt slides.  

In-Class Team Assignment #7 due. Download document from Blackboard and review for instructions. This is a team assignment.
DATE | ASSIGNMENT
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**TEAMs 3 and 4 oralpresentations: Positioning Map Analysis**

Mar 29

*Connect Marketing* homework assignments are due by 10:30 am today. Point to the *Connect Marketing* Mar 29 links and finish and file all homework by 10:30 am.

Discuss Chapter 16 – Retailing and Multichannel Marketing. Read the chapter and review ppt slides. Discuss In-Class Assignment #8 due Apr 3.

Apr 3

*Connect Marketing* homework assignments are due by 10:30 am today. Point to the *Connect Marketing* Apr 3 links and finish and file all homework by 10:30 am.

Discuss Chapter 17 – Integrated Marketing Communications. Read chapter and review ppt slides.

In-Class Team Assignment #8 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.

**TEAMs 1 and 2 oralpresentations: Success Measures Analysis**

Apr 5

*Connect Marketing* homework assignments are due by 10:30 am today. Point to the *Connect Marketing* Apr 5 links and finish and file all homework by 10:30 am.

Discuss Chapter 18 – Advertising, Public Relations and Sales Promotion. Read the chapter and review ppt slides.

Discuss Chapter 19 – Personal Selling and Sales Management. Read chapter and review ppt slides.

Apr 10

Prepare for Marketing Plan Paper and Presentation assignments
Marketing Plan Team Conference. See “Marketing Plan Worksheet Spring 2012” and “Marketing Plan Worksheet Instructions Spring 2012” (Download and print documents from Blackboard).

Apr 12

Prepare for Marketing Plan Paper and Presentation assignments
Marketing Plan Team Conference. See “Marketing Plan Worksheet Spring 2012” and “Marketing Plan Worksheet Instructions Spring 2012” (Download and print documents from Blackboard).

Apr 17

Team Presentations 1 – 3.

Apr 19

Written Marketing Plans Due during class time.
Team Presentations 4 – 6.

Apr 24

Team Presentations 7 – 9.

Apr 26

Team Presentations 10 – 12.

Apr 26

Last day to participate in Experimetrix experiments/lectures *if available* (No guarantee experiments will be available on this date).
DATE       ASSIGNMENT

May 1      Team Presentations 13 – 16.
            Last possible day to participate in experiments/lectures. No guarantee any will still be available.

May 3      Last Day of Class. Review for Final Exam

May 10     Final Exam Section 002. 10:30 – 1:15 pm Chapters 13 – 19, lecture and materials from Mar 20.
            See “Final Exam Sample” on Blackboard

May 15     Final Exam Section 003. 10:30 – 1:15 pm Chapters 13 – 19, lecture and materials from Mar 20.
            See “Final Exam Sample” on Blackboard

About your instructor – Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Dr. Harvey has also published over thirty works in journals, proceedings of professional associations, and in books of readings.

His most recent work is “Influence of Awareness and Training on Cyber Security,” Journal of Internet Commerce, 9 (1), 23-41, 2011.

Professor Harvey represents the GMU faculty on the George Mason University Foundation Board and is Area Chair of Marketing.