MSOM 303: Marketing in the Global Economy

SYLLABUS
Spring 2012

COURSE SECTION: Section 003
MEETING TIME: Wednesday, 7:20 – 10:00pm
LOCATION: Science Technology I, 131
FINAL EXAM: Wednesday May 9th 2012; 7:30 – 10:15pm

COURSE DESCRIPTION: Marketing in the Global Economy examines marketing principles, concepts, strategies, tactics, and analytical tools used by profit and nonprofit organizations to market ideas, products, and/or services to selected target groups. This course emphasizes how to promote, distribute, and price the firm’s offering in a dynamic economic, social, political, and international environment.

COURSE INSTRUCTOR: Dr. Jessica Hoppner

CONTACT INFORMATION:
OFFICE: Enterprise Hall, Room 130
OFFICE HOURS: Wednesday 2:00 – 3:30pm and by appointment.
** Please email to schedule an appointment **
TELEPHONE: 703/993-1796
EMAIL: jhoppner@gmu.edu
**Subject line of your emails MUST include MSOM 303-003**

COURSE MATERIALS:

**This is a soft-cover/paperback book. The book cover is a B&W photo of a girl with a stack of books and a red computer.**

ARTICLES: Popular press articles (e.g., Wall Street Journal, BusinessWeek, etc.) for each topic will be posted on the course website by the Friday before the scheduled class.

COURSE WEBSITE: Blackboard 9.1 will be used. 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.
COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the terminology, functions, and philosophy of marketing spanning a variety of consumer and business contexts
- Examine the marketing practices of real-world organizations.
- Develop marketing application skills through the step-by-step development of a marketing plan

By achieving these objectives, this course will address each of the following Learning Goals of the School of Management:

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.

COURSE POLICIES:

ATTENDANCE:
Attendance is expected. If you are absent, it is your responsibility to find out from a classmate what you missed (both course material and announcements). You are responsible for everything covered in class on any days you may have missed.

COMPUTER POLICY:
A computer may be brought in order to assist with class related activities (e.g., note-taking). All other computer related activities should be kept to a minimum (e.g., Facebook).

CELL PHONE POLICY
Cell phones should not be used during class. Cell phones should be set to silent/vibrate or turned off for the duration of class. Absolutely NO cell phones may be out during exams.

ANNOUNCEMENTS AND UPDATES:
It is your responsibility to check Blackboard regularly for the addition of any supplemental course materials. Email announcements between class meetings may be sent to your GMU email account. Any emails from me to the class will include “MSOM 303 in the subject line.
E-MAIL CORRESPONDENCE:
Outside of the designated class time and office hours, e-mail is the easiest and quickest method to contact me. Consistent with federal privacy laws, I do not respond to non-GMU e-mails with confidential information. I will respond only to yourID@gmu.edu. You MUST include ‘Your Name’, “MSOM 303”, and your “Section #” in the subject line of your email.

RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:
If you expect to be absent during the semester for any of these reasons, please notify me within the first two weeks of the semester in order to make arrangements regarding graded course components.

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

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through the ODS. Also, please let me know as soon as possible so that I will be able to be considerate of your needs.

HONOR CODE:
Academic honesty is important to maintaining the integrity of our university, which helps to ensure that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.
GRADING:

You may earn up to 1000 points during the course of the class. Your grade will be determined by the total points that you earn. Each of the graded components of this course will be evaluated based upon their possible point values. The graded components in the class will have the following point values:

EXAMS:
- Exam 1: 250
- Exam 2: 250
- Exam 3: 250

HOMEWORK ASSIGNMENTS:
- HW #1: 25
- HW #2: 75
- HW #3: 50
- HW #4: 75
- HW #5: 25

TOTAL POINTS: 1000

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>A</td>
<td>940 – 1000</td>
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<tr>
<td>A-</td>
<td>900 – 939</td>
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<tr>
<td>B+</td>
<td>870 – 899</td>
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<tr>
<td>B</td>
<td>830 – 869</td>
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<tr>
<td>B-</td>
<td>800 – 829</td>
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<tr>
<td>C+</td>
<td>770 – 799</td>
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<tr>
<td>C</td>
<td>700 – 769</td>
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<tr>
<td>D:</td>
<td>600 – 699</td>
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<td>F:</td>
<td>0 – 599</td>
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Please note that the University considers a B to be a good grade. The School of Management considers a “B to be a good grade. I consider a B to be a good grade. I hope that there are many A’s in the class, but an A is a grade that is not earned automatically. To earn an A, you must demonstrate an outstanding mastery of the course material.

Extra Credit Opportunities: From time to time, there may be some extra credit opportunities. While there is no guarantee that there will be opportunities for extra credit this semester, any possible extra credit opportunities will be made available to the entire class. There will be no individual assignments.
GRADED COMPONENTS:

EXAMS:
There will be three exams given throughout the semester. Each exam will cover all material related to the assigned textbook chapters up to the point of the exam (i.e., lectures, class discussions, supplemental articles, multi-media shown, handouts, etc). Exams will consist of mostly multiple-choice and true/false questions. Students must provide their own Scantrons.

Exams will be closed book and closed notes – and must be completed independently. Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, calculators and other similar devices. Any student using such devices during an exam or any form of cheating during the exam will result in a grade of zero for the test.

Make-up exams, consistent with University policy, will only be given in the case of provable (i.e., documented) absences due to personal illness or family emergencies. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Documentation must be provided before a make-up exam will be given. Any make-up exam will cover the same material as the originally scheduled exam; however, the questions and format of the make-up exam may and often will differ. The make-up exam will likely consist of detailed essay questions.

DISCUSSION ARTICLES:
Articles pertaining to each of our lecture topics will be discussed in class throughout the semester. These articles will be posted on the course website (Blackboard) by the Friday before the scheduled class. To motivate thoughtful class discussions, students are expected to read each of the articles prior to class. Key points from the articles and class discussion will serve as questions on the exams.

HOMEWORK ASSIGNMENTS:
There will be five homework assignments given throughout the semester. Each homework assignment will relate to one of the five steps involved in the creation of a marketing plan and will be assigned after the corresponding lectures are completed.

Homework must be submitted on our course website (Blackboard) prior to the start of the next class period after the homework is assigned. No other form will be accepted. Late submissions will be penalized at a rate of 10% per day. No homework assignments will be accepted over a week late.

Homework assignments may be completed either individually or in student teams (a maximum of 4). If completed in a team, each student must submit the assignment on Blackboard and will receive the exact same grade as their team members.
## TENATIVE SCHEDULE OF CLASS**

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td>Class 01</td>
<td>01/25/12</td>
<td>Course Overview Marketing Overview</td>
<td>Syllabus</td>
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<td>Chapter 1</td>
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<td>Class 02</td>
<td>02/01/12</td>
<td>Marketing Strategy</td>
<td>Chapter 2 Articles</td>
<td>HW #1</td>
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<td>Class 03</td>
<td>02/08/12</td>
<td>Marketing Environment</td>
<td>Chapter 4 Articles</td>
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<td>Class 04</td>
<td>02/15/12</td>
<td>Consumer Behavior Business-to-Business</td>
<td>Chapter 5, 6 Articles</td>
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<td>Class 05</td>
<td>02/22/12</td>
<td>Exam #1</td>
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<td>Class 06</td>
<td>02/29/12</td>
<td>Segmentation, Targeting, and Positioning Branding</td>
<td>Chapter 8, 10 (p. 189-201) Articles</td>
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<td>Class 07</td>
<td>03/07/12</td>
<td>Product</td>
<td>Chapter 10 (p. 201-203, 11, 12 Articles)</td>
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<td>Class 08</td>
<td>03/21/12</td>
<td>Price</td>
<td>Chapter 13 Articles</td>
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<td>Class 09</td>
<td>03/28/12</td>
<td>Place</td>
<td>Chapter 14, 15 Articles</td>
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<td>Class 10</td>
<td>04/04/12</td>
<td>Exam #2</td>
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<td>Class 11</td>
<td>04/11/12</td>
<td>Promotion</td>
<td>Chapter 16, 17, 18 Articles</td>
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<td>Marketing Research</td>
<td>Chapter 9 Articles</td>
<td>HW#5</td>
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<td>Class 13</td>
<td>04/25/12</td>
<td>Global Marketing</td>
<td>Chapter 7 Articles</td>
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<tr>
<td>Class 14</td>
<td>05/02/12</td>
<td>Ethics</td>
<td>Chapter 3 Articles</td>
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<tr>
<td>Exam Week</td>
<td>05/09/12</td>
<td>Exam #3</td>
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** Note that due to unexpected events, we may need to be flexible in the material covered.