Syllabus

Course Title: Marketing in the Global Economy
Course Number: MSOM 303-004
Course Description: Presents marketing principles, concepts, strategies, and analytical tools used by profit and nonprofit organizations to market ideas, products, and/or services to selected target groups. Emphasizes on how to develop, promote, distribute, and price the firm’s offerings in a dynamic economic, social, political, and global environment.

Class Location: STI room 129
Class Meeting Time: Th 4:30PM – 7:10PM
Final Exam: Thursday, 4:30PM – 7:10PM
Instructor: Professor Kevin McCrohan

Contact information:
I usually return email and phone mail messages within 24 hours of receipt.
University office: Room 135A, Enterprise Hall
Telephone: 703-993-1845
University: 703-993-1000
Fax: 703-993-1809
E-mail address: kmccroha@gmu.edu
Course Website: https://mymasonportal.gmu.edu
Office hours: Thursday, 3:00 P.M. to 4:00 P.M. or by appointment

Course Prerequisites

Prior to beginning the minor in business, students must have completed 38 credit hours. Completion of Economics 103 is strongly preferred but not required.

Text

*M: Marketing* by Grewal/Levy, 2nd edition. This is a soft-cover book with a prominent red rectangle on the cover. Other required readings will be posted on the class website.
Course Materials

I will provide you with additional materials from other sources during class. The classroom discussions and presentations will be the basis for insights and understanding of key concepts. These materials will be the basis for examination questions.

From time to time, class work and the text will be supplemented by suggestions for outside reading. These suggested materials will be for the interest and development of the student, and they will not be the basis for examinations.

Website:

The course website contains an extensive array of information. The URL for GMU courses is https://mymasonportal.gmu.edu. Your user ID and password are your Mason e-mail ID and password. When page loads go to courses tab at top and the courses you are registered for will be there.

Course and learning objectives

This Course may not be taken for credit by School of Management majors. Students that have already taken and received credit for MKTG 301 will not receive credit for MSOM 303.

Because this course deals with things and ideas you encounter every day, you can get the impression the material will be easy. It is not difficult material, but there is a lot of it, and there are many relationships that will be new to you. You will be learning a new vocabulary of marketing terms. You will draw on your experience as a consumer, but you will gain new insights into business, management and marketing.

At the conclusion of the course, you will be able to:

Define marketing and what it involves.
Discuss how environmental factors affect marketing decisions and activities.
Understand the forces at work in consumer, business to business, services and nonprofit organization marketing.
Understand the philosophy of marketing as a way of managing a company.
Understand how marketing decisions are made and what kinds of information are necessary for good decisions.
Understand the ethical challenges marketers face and develop a framework for making personal, ethical choices.
Be able to identify the components of the marketing mix and the role of each in a marketing plan
Know the basic principles of consumer behavior as they relate to purchase decisions.
Understand the principles of segmenting and targeting markets and the advantages these principles provide in a global marketplace.

Be able to identify the tools of marketing communication and know the advantages and disadvantages of each.

Understand the factors that influence pricing and distribution decisions.

Understand the factors that influence product, service, and issue related decisions.

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
Research capabilities as they pertain to marketing

Overview

The course and the textbook are structured to help you integrate these concepts into a comprehensive introduction to the discipline of marketing. You will develop marketing case studies in a group. This will offer you a way to integrate the entire class material and build your group dynamics and communication skills.

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.

Class structure

The course incorporates three basic elements or approaches – introduction of concepts through reading and lectures, application of these concepts through class case studies and homework, and integration of the concepts into the group-project case study. You will also work on your presentation skills as part of the group project.

During the first weeks, the emphasis will be on the introduction of concepts. The middle section will emphasize application of concepts. The end will emphasize integration of the concepts.

Some of the work in classes will focus on small-group exercises. You are responsible, however, for the primary learning.

How To Succeed
The quality of your learning will dramatically increase if you are well-prepared for class. You will be provided with Reading Assignments to help you focus on the main concepts in the textbook chapters. The text is designed to help you read, understand and study. Do not fall behind in the reading.

There is an extensive body of literature on learning that emphasizes not only preparation but the practice of taking detailed notes in class. Each class has detailed power point presentations but they are expanded upon during the lectures and discussions. Successful students tend to take detailed notes, review them after class, identify material that they are still unsure of after referring to the text, and then either contacting the professor or bringing them up at the next class.

**Evaluation**

Your learning will be evaluated in three different ways:

Examinations. The exams will test your knowledge and understanding of the basic vocabulary and concepts in marketing. You will be required to integrate and apply ideas and concepts.

Group assignment. You will work with a group to develop a case study. Details of the assignment will be presented in upcoming classes. Members of the group will also evaluate the work of others in the group.

Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

Please bear in mind that classes are two-hours and forty minutes long. We may be able to use some class time for the class project if possible. We will have breaks during the classes. You are encouraged to manage your time and energy levels appropriately.

**Laptop Computers**

Students should not use laptop computers in class. They provide a tremendous temptation for distraction and I have frequently received complaints from students about the distraction for them from other students’ computers. If you think your computer is essential for your success in this class, please email me before the second class meeting with your reasons for wanting to use a computer. If this essentially involves taking notes in class, please attach a sample of the notes you took in a class last semester.

Texting should also not be done in class.

**Grades**
You may earn up to 1,000 points during the course of the class. Your grade will be determined by the number of points that you earn. Individual exams and assignments are given letter grades.

Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Exams (200 points each)</td>
<td></td>
<td>400 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td></td>
<td>350 points</td>
</tr>
<tr>
<td>Points from Examinations</td>
<td></td>
<td>750 points</td>
</tr>
<tr>
<td>Two Group Case Studies with</td>
<td>I</td>
<td>25 points</td>
</tr>
<tr>
<td>presented and written marketing plans</td>
<td>II</td>
<td>225 points</td>
</tr>
<tr>
<td>Points from Group Projects</td>
<td></td>
<td>250 points</td>
</tr>
</tbody>
</table>

TOTAL POINTS TO BE EARNED: 1,000 points

Detailed information on the case study based marketing plans will be provided after the first examination.

Your final grade for the course will depend on the total number of points you earn:

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 there are many A’s in the class, but an A is a grade that is not awarded lightly.

Excellent demonstrations of application, integration and clear understanding will distinguish efforts that receive the highest points in assignments. Concise, insightful responses and presentations are preferred over rambling, unfocused responses.

**Examinations**

You will take three closed-books, closed-notes exams in the course – two mid-course exams and one comprehensive final. The two mid-course exams will primarily be objective questions and are based on lectures and text materials. As the schedule permits, the class will review major concepts before the exam.
The final exam will cover the textbook materials, supplemental materials from the class and all in-class presentations. This examination will be a combination of objective questions (true/false, multiple choice, etc.) and short answer questions.

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 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.

Consistent with University policy, only provable, i.e., documented absences due to personal illness or family emergencies constitute acceptable absences for missing exams. 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.

If an examination is missed, you must make up the exam within one week. Unless you have made prior arrangements, a missed exam will result in a penalty of 10 percent of the total for the examination.

How To Succeed Again

You must read the text. Lecture, notes and summaries will help you understand the text, but they cannot be considered an adequate substitute for reading the text.

You must attend class and take notes during class. The text will help you understand the lectures, but it cannot be considered an adequate substitute for missing classes or a lack of attention in class. I cannot over emphasize the importance of reading materials before class, taking good notes in class, asking questions, and then reviewing these materials after class to make certain that you understand the material.

Group project and evaluations

Students will be arranged into teams of five or six students. Teams will work together for the entire course. They will learn how to develop a marketing plan by working initially with a case study through a series of sequential class assignments and then completing a written marketing plan to be handed in at the end of the semester. This assignment is designed to integrate the materials presented in the course and to allow students to demonstrate understanding of, and the management of, marketing. It also allows students to learn how to write a marketing plan which focuses on identifying objectives that are set in a realistic evaluation of the competitive environment, proposing a plan to achieve success, and to present that in a formal setting. Full details of this activity will be given in class after the first exam and in a written document which will be posted on the website.

As part of the assignment we will review some rules for making groups work effectively.
Team work is always a challenge, whether you are in school, at work or at play. The diversity of opinions and backgrounds will enrich the learning experience, but it brings additional challenges. **You will find both free-riders and domineering people who refuse to listen to the thoughts of others.**

Each member of a group is responsible for making the group work. As an incentive, each member will privately evaluate all members of the group at the end of the semester. Groups will be established in the second class and confirmed at the third class. Students are expected to work with their colleagues. If a group reports a group member that is not responsive the instructor will attempt to have the group meet after class. If the non responsive student is not present he/she will be removed from the group and will need to complete the project on his/her own. Also, students who are “fired” from the group will receive a 10% penalty for the action. It is everyone’s interest to work effectively. This evaluation portion of the grading will be applied to the marketing plan points.

I will work to ensure this is one of the best group-work projects you’ll have at George Mason, but only you can determine the success of the project.

You will have some limited class time to work on the project. It is essential to note, however, that you will not be able to complete the project without additional time outside of class. By working as a group, you and your colleagues will be able to spread the work around.

**Specific responsibilities**

To meet the course objectives, you will use reading, assignments, projects, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations.

Attendance is expected. Much of the material will be developed in class and in discussion.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You must arrange to get handouts and assignments from fellow students or Blackboard.

Detailed class and reading assignments will be made during the course. Assignments will be posted on Blackboard and Blackboard should be checked routinely between classes for any new material or items of interest.

**Class participation**
Marketing is enhanced by dialogue, and this class will be greatly enhanced when students actively participate. Class participation is essential to develop communication skills and explore topics in depth.

Students who make an effort to participate will be noticed. Active participation including both speaking and listening, demonstrating the ability to evaluate others’ comments constructively, demonstrating familiarity with assigned readings and working effectively with groups and the class as a whole is particularly noticed.

To demonstrate class participation, the student should:

- Volunteer examples, insights and responses in class.
- Demonstrate having read assignments, thought about the questions and analyzed materials.
- Build on the comments of others—disagreeing where appropriate but also supporting the comments and integrating viewpoints.
- Share expertise and experiences relevant to the discussion.
- Comment on the substance and topic of the classes demonstrating integration of the materials.

Not everyone likes speaking up in a class situation. If, however, the student does not enter into the discussions, there is no way to tell if he or she is learning or understanding the concepts presented. Each student is expected to contribute.

**Presentations and written reports**

I look for internal validity (that the comment or recommendation is consistently based on appropriate principles of marketing) and external validity (the comment or recommendation is reasonable given the environment in which the organization functions). Additionally, organization, understanding, originality, breadth, depth of coverage and clarity of expression are important evaluation criteria.

Written and oral reports should always be appropriate to the audience and demonstrate concise business prose.

All written reports should be neatly typed, legible and free of errors in grammar and spelling. Reports should have a title page showing a title for the report, course name and number, date due and the student’s name or students’ names.

All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, late work will receive a lower grade. All work must be completed by the final examination.

**Resources**
The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center. You and your group will be evaluated on the quality of your written presentation. There are additional challenges in writing as a group.

**Students with Disabilities**

If you are a student with a disability and you need academic accommodations, please see me and contact The Offices of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS.

**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 the students will uphold the highest standards of academic
work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

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 excerpted from http://www.gmu.edu/org/honorcouncil/guidelines.htm#chap2

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.

### Weekly Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Key Topics</th>
<th>Student Responsibilities</th>
<th>Milestones and Key Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>1/26</td>
<td>Introduction to course. Overview of Marketing</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>Class 2</td>
<td>2/2</td>
<td>Marketing strategies</td>
<td>Chapter 2</td>
<td>Form Groups</td>
</tr>
<tr>
<td>Class 3</td>
<td>2/9</td>
<td>Marketing environment</td>
<td>Chapter 4</td>
<td>Confirm Groups</td>
</tr>
<tr>
<td>Class 4</td>
<td>2/16</td>
<td>Consumer Behavior</td>
<td>Chapters 5</td>
<td></td>
</tr>
<tr>
<td>Class 5</td>
<td>2/23</td>
<td>Business to Business Global Marketing</td>
<td>Chapter 6, Chapter 7</td>
<td></td>
</tr>
<tr>
<td>Class 6</td>
<td>3/1</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Chapter 8</td>
<td>Exam 1 Chapters 1, 2, 4-6</td>
</tr>
<tr>
<td>Class 7 3/8</td>
<td>Marketing Research, Branding, and Packaging</td>
<td>Course materials on case method Read Case Assignment Material (on website)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Break</td>
<td>Monday March 12 – Sunday March 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 8 3/22</td>
<td>Services: The Intangible Product</td>
<td>Case Part 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 9 3/29</td>
<td>Pricing Concepts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 10 4/5</td>
<td>Supply Chain Mgt, Retail and Multi Channel Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 11 4/12</td>
<td>Integrated Marketing Communications</td>
<td>Exam 2 Chapters 7-14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 12 4/19</td>
<td>Advertising, Public Relations, Sales Promo, and Personal Selling</td>
<td>Case Part 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 13 4/26</td>
<td>Marketing Ethics</td>
<td>Marketing Ethics &amp; Ethics Case Review Group Marketing Plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class 14 5/3</td>
<td>Course and Final Review</td>
<td>Group Marketing Plan Due</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Class 15 5/10</strong></td>
<td><strong>Final Exam</strong></td>
<td>Final Exam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>