MSOM 303.002, Spring 2013
Marketing in the Global Economy

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

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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: Wednesdays and Thursdays, 3 – 4 p.m.

Text: M:Marketing by Grewal/Levy (Third edition). This book has a picture of a finger pushing a button on the cover and the question, “Would you pay $60,000 for a pair of JEANS?” You can buy an e-book version of the text directly from McGraw Hill for $79.99 at http://connect.mcgraw-hill.com/class/f_philpot_002_1. (Note: if you paste this URL into a browser be sure not to include the period at the end.)

You can also buy a book on-line or possibly a used book, but you will need to buy the Connect access code from the McGraw-Hill website for $39.99.

Connect Material: The publisher provides significant additional content via its Connect website, and there will be ten on-line quizzes that will be done on this site. This material is accessed at: http://connect.mcgraw-hill.com/class/f_philpot_002_1.

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 (well, by at least the end of the first week). Each will close at noon on the day it is assigned. In other words, you can take the quizzes in advance, but not after the assigned date.
LearnSmart: This is review material based on the textbook content. If it is essential that you pass this course I recommend that you spend time doing these online exercises, however they are not required.

**Learning goals for this course**

By the end of this course I expect that you will:

- Understand the philosophy of marketing as a way of managing a company.
- Be able to identify the components of the marketing mix and the role of each in a business 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.
- Know the role of brands in product management and the concepts of positioning and repositioning.
- Understand how the differences between products and services influence marketing plans.
- 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.
- Be able to identify and analyze issues of marketing ethics.
- Be able to apply these principles to practical situations to suggest practical solutions to marketing problems.

**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 are capable of balancing the demands of work, personal life and multiple courses.

- 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 outside of class time to preparing for class, working on your team project or reviewing for exams.

• You can write standard business English.

 Attendance

Life happens and only you can decide whether you should come to class on a particular week. However, 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 four to five people who will work together the whole term, primarily on in-class quizzes and activities.

You will meet with your team members outside of class to complete a short written assignment (Team Charter) and to prepare a team report on an assigned topic. These reports – examining real business problems from a Marketing perspective – will constitute an important part of your grade. 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.

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 January 30. 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: 150
Exam II: 150
Final Exam: 250

Quizzes (best 4 of 5):
  Individual scores 80 points
  Team scores 40 points

Team report 200 points
  Part I – 25 pts.
  Part II – 175 pts.

Team Charter 30 points
Peer evaluations 40 points
Class participation 50 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapters</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/23</td>
<td>Introduction to course.</td>
<td>Chapter 1</td>
<td></td>
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<tr>
<td></td>
<td>How to get a good grade in this course.</td>
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<td></td>
<td>Overview of Marketing</td>
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<tr>
<td>1/30</td>
<td>Marketing Strategies</td>
<td>Chapter 2</td>
<td>Form teams</td>
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<tr>
<td></td>
<td>“Tide Turns Basic”</td>
<td>“Whole Foods Shifts Strategy to</td>
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<td>“Whole Foods Shifts Strategy to Healthy“</td>
<td>Healthy”</td>
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<td></td>
<td>Chapter 4</td>
<td>“How America Changed”</td>
<td>Quiz I (Chapters 1, 2, 4 plus articles)</td>
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<tr>
<td></td>
<td>Marketing Environment</td>
<td></td>
<td>Connect Quiz A (Chap 2)</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Chapter(s)</td>
<td>Assignments</td>
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| 2/06  | Consumer Behavior           | **Chapter 5**  
“Clam Chowder”                                                         | Guest speaker  
Connect Quiz B  
(Chap 5)                                     |
| 2/13  | Segmentation, Targeting and  | **Chapter 8**  
“He Eats, She Eats”                                                       | Team Charter Due  
Exam I (Chapters 1, 2, 4, 5, 8, plus articles)  |
|       | Positioning                 |                                                                            |                                                                            |
|       | Strategies for taking tests.|                                                                            |                                                                            |
| 2/20  | Marketing Research, Products, | **Chapter 9**  
“Naked Truth Meets Market Research”  
“How Companies Learn Your Secrets.”  
**Chapter 10**  
“Liz Claiborne Jeans”  
“Store Brands” | Connect Quiz C  
(Chap 9)  
Connect Quiz D  
(Chap 10)                                     |
|       | and packaging                |                                                                            |                                                                            |
| 2/27  | Developing New Products     | **Chapter 11**  
“TIDE pods”                                                              | Connect Quiz E  
(Chap 12)                                     |
|       | Services                     |                                                                            |                                                                            |
|       |                               | **Chapter 12**  
“Match.com among boomers”                                                |                                                                            |
| 3/06  | Pricing                      | **Chapter 13**  
“Putting Prices Into Focus”  
“Customized Prices.”                                                      | Connect Quiz F  
(Chap 13)  
Quiz II, Chapters 11, 12, 13 plus articles. |
| 3/13  | Spring Break – No class      |                                                                            |                                                                            |
| 3/20  | Retailing                   | **Chapter 15**  
“Costco”                                                                | Quiz III (Chapters 6 and 15 plus articles)  
Connect Quiz G  
(Chap 15)  
Part I of Team Project due by email on 3/16 |
|       | Business-to-business        | **Chapter 6**                                                              |                                                                            |
|       | Marketing                   |                                                                            |                                                                            |
| 3/27  | Supply Chain Management     | **Chapter 14**  
“Shirts at J.C. Penny”                                                    | Exam II (Chapters 6, 9, 10, 11, 12, 13, 14, and 15 plus articles)          |
| 4/03  | Integrated Marketing        | **Chapter 16**  
**Chapter 17**                                                           | Connect Quiz H  
(Chap 17)                                     |
<p>|       | Communication,               |                                                                            |                                                                            |
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<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Connect Quiz</th>
<th>Exam Notes</th>
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<tr>
<td>4/10</td>
<td>Personal Selling and Sales Management</td>
<td>Chapter 18</td>
<td>Connect Quiz I (Chap 18)</td>
<td>“Seven Keys to Building Customer Loyalty”</td>
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<tr>
<td>4/17</td>
<td>Global Marketing Marketing and the Internet</td>
<td>Chapter 7</td>
<td>Quiz IV, (Chapters 16, 17 and 18 plus articles)</td>
<td>“EU Cornflake Standards” “McDonald’s McArabia Sandwich” “Groupon Flash Sales changing travel buying.” “Awsum Shoes”</td>
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<tr>
<td>4/24</td>
<td>Marketing Ethics, Impact of Marketing and society</td>
<td>Chapter 3</td>
<td>Discussion of final exam. Quiz V, Chapters 3 and 7 plus articles</td>
<td>“Portion Distortion” “Kraft Food Ads”</td>
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<td>5/03</td>
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<tr>
<td>5/8</td>
<td>Final Exam</td>
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<td>Connect Quiz J (Chap 3)</td>
<td>4:30 -7:15 p.m.</td>
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**Final exam:** The final exam for this course will be given on Wednesday, May 8 at 4:30 p.m. Please plan your life accordingly. This 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 either mid-term exam, you may take a make-up exam at the end of the semester. This exam will come entirely from the textbook.

**Communication:** I have found that the most useful way to communicate with me is via email. All email should be from your GMU email address and messages should include your course and section. Messages that don’t contain this information will be returned with the message, “Lacks ID.” If you don’t use your GMU email address as your primary email then I suggest you set it up to forward to the address you do use. In this instance please include your GMU email address as part of your ID. If you reply to an email I have sent to the class or to your team, please be sure to sign your email so I know who it is from.

**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.

There will be at least one question on the mid-term exam 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. While I make notes of class participation during classes I don’t attempt to track every spoken comment. Therefore there is inevitably a degree of personal interpretation on my part in assigning final class participation points. Sometimes students have different perceptions of their class participation than I do. You can deal with this by not aiming for minimal acceptable participation.

If you feel you will have difficulty speaking in class for reasons of culture or language fluency, meet with me during the first week of class and we will set up a plan to help you meet your class participation goals. I can help you at the beginning of the course. I cannot help you after the final exam.

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 5 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 week 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. Frequently arriving late or leaving early will negatively affect your grade.

Eating in class is discouraged in Mason classrooms. However, I don’t want you to sit through a three-hour class without dinner so bring something you can eat discretely if you do not have time to eat before coming to class. Note that anything chocolate must be shared with your professor.

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)

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 week of the semester. Note that the University distinguishes between holidays which various religions classify as non-work days and those that permit work on the holiday. To view the official list of recognized holidays go to http://ulife.gmu.edu/religious_calendar.php.

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. Please put the section and team number (if applicable) on all assignments. An assignment that does not include your section number will automatically be docked two points. Please date all assignments and number the pages.

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.

**Extra credit:** There will be one or more extra credit assignments during the semester. Note that 10 points of extra credit can be earned by completing all of the Connect quizzes with a score of 80% or better.

No extra credit assignments will be available after the course has been completed.
"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."