Federal Government Marketing – MSOM 491-001 CRN 14452,

Tuesdays, 4:30 pm – 7:20 pm – IN 105

First Class – Tuesday, 1/22/2013

Course Objectives:

✓ Explore the Government Procurement Process and Contracting from the perspective of Marketers and Contractors engaged in the Federal Community.

✓ Review and Analyze actual procurement practices of major government contractors.

✓ Interact with and direct questions to Practicing Professionals in the Business to Government Industry Segment (B>G) in order to gain an understanding of the Challenges and Issues. (Six Speakers Planned).

✓ Develop a perspective whether Government Procurement in Washington is stuck, is meeting User Requirements from the Agencies.


Suggested Text Material: (Both on Amazon.com)


Reference Reading: (Book Store)

*Marketing, 3/e, Grewal & Levy.* Dhruv Grewal, Ph. D., Babson College - Marketing Division
Course Agenda:

Pre-Class Overview – Government Business, OMB, GSA, Rules and Guidelines

Required Reading - Prior to the first class
- The Budget - “The President's Budget for Fiscal Year 2013”
- Review the Web Site and its Contents - Publications, Speeches & Documents; Resources.
- Key Initiatives. [http://www.whitehouse.gov/omb/procurement_default](http://www.whitehouse.gov/omb/procurement_default)
- [http://www.gsa.gov/portal/category/100615](http://www.gsa.gov/portal/category/100615)
- Review the Web Site and its Contents - Publications, Speeches & Documents; Resources.
- Key Initiatives. [http://www.whitehouse.gov/omb/procurement_default](http://www.whitehouse.gov/omb/procurement_default)
- Welcome to GSA Schedules. [http://www.gsa.gov/portal/category/100611](http://www.gsa.gov/portal/category/100611)

Week 1 – Course Introduction and First paper Due – “Why Am I taking this Class?”
Class Organization and Ground Rules.

Weeks 2-3 - “Business Strategy, Ethics and Value Proposition.”
- “The Trusted Partner - Relationship Management.”
- B.G Team Formation and Assignments – Company and Programs

Weeks 4-5 – Pre RFP Stages – “Fair and Equal competition – Fact or Myth”
- Discussions and Paper Presentations
- Team Presentations – Winning the RFP Battle – Influence Factors.

Week 6 – First Exam – Essay Format – RFP Process and Client Management – PC Submittal
- B>G Team Meetings and Progress Reporting.

Weeks 7-10 – Strategy Implementation – “Getting into the Game”.
- Role – Prime Contractor vs. Subcontractor – Partnering.
- Contract and Vehicle Selections
- The Solution not the Technology
- Influencing the RFP – Responding to the RFP – Is there a difference?
- Finalist – Call Back and Re Bids
- Guest Speaker – Chief Strategist – Public Sector Winning Strategy.
- Team Planning Sessions and Progress Reporting

Week 11 – Second Exam – Essay Format – Marketing Strategy – Bidding the Program – PC Submittal
- B>G Team Meetings and Progress Reporting.

Week 12 – “Wining the Award – Performance – Delivering the Solution”
- Project Plan – Resource Management
- The Continuing Role of Marketing in Delivery of the Solution
- Final Team Meetings
- Guest Speaker – Senior Project Management
Course Agenda - (Cont’d)

**Week 13** – Team Marketing Plans – Presentations – Powerpoint, PC Based
- Roles and Responsibilities – The Team
- Summary of Performance Factors
- Q & A from the Audience

**Week 14** – Resume Development, “Qualification to enter into the Business to Government Marketing”.
The In-Roads to Participation – Resume Process
- Industry
- Academia
- Laboratory and Non-Profits (501 C3 and 501 C6)
- Associations - ACT/IAC, AFCEA, Tec America, NVTC
- Resume Development – Who am I?

**Week 15** - The Elevator Story - “This is who I am”.
- Where do I start and what do I say?
- Presentation of Resume and Summary – Presentations.
- Final Exam Review – the top 10 Questions.

**Week 16** – Review and Final Exam – Two Hours – PC Based.

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

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<th>Component</th>
<th>Points</th>
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<td>First Exam</td>
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<td>Second Exam</td>
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<td>Final Exam</td>
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