Principles of Marketing - MKTG 301 ENT 276 - Spring 2015

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.


There are many choices of textbook forms for the course, so shop wisely. The NEW, hard back version in the GMU bookstore includes Connect and Connect+ which gives you Connect and the e-book so no hardbound book is required if you like using e-books. **Please note that we will not be using either in this section of MKTG 301.** As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too.

The Essence of Marketing

Casual observation of popular culture – news, movies, theatre, blogs, etc. – seems to imply successful marketing is based on having a cool ad campaign. This view assumes consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date. Today’s networked; value-seeking consumer underscores the true character of successful marketing – assuring consumer satisfaction by creating value. How do the features on your smart phone compare to others? How transparent are the terms of your credit cards? Pricing/Capturing value – When do HOT Lane prices change?

Marketing practitioners translate consumers’ needs and preferences into products and services that add unique value. 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 one click 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 add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

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.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, competitive intelligence, marketing research, market segmentation and positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality, prices that mirror value, distribution that is easy to access, and communication that effectively portrays the brand’s value proposition - collectively delivering customer satisfaction to targeted populations.

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. A recent posting lists marketing jobs as #3 and #7 for 2013 ([http://www.forbes.com/sites/jacquelynsmith/2012/12/06/the-top-jobs-for-2013/](http://www.forbes.com/sites/jacquelynsmith/2012/12/06/the-top-jobs-for-2013/)).

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 Business Learning Goals

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

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 collaboration and class participation.

   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, collaborate in person and online, and access and conduct research using the latest platforms available in the GMU library.

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 basic marketing plan that follows a format summarized in the Marketing Plan Folder in Blackboard.

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 twenty 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.

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 synthesis of discipline knowledge and problem-solving, including action recommendations.

**Student Responsibilities:** For a summary of relevant university policies, see:

http://www.gmu.edu/catalog/apolicies/index.html, especially

http://catalog.gmu.edu/content.php?catoid=19&navoid=4065#grading

**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 four closed-book, closed notes exams in this course - three 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.

Exams will be in class. They will be conducted during the first hour, followed by a break, and following the break time will be provided for students to work on their marketing plans.

**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.

**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when students/faculty are unable to attend class. During such a rare case, check your e-mail by 9:00am the day of class. In the event that class is cancelled or missed please take the time to work on marketing plans.

**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 Business 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.

**George Mason University Honor Code:** Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood 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](http://academicintegrity.gmu.edu/honorcode)

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 as is continuing to work on an assignment or an examination beyond the allotted time period. Additionally failure to report a suspected violation of the Honor Code when a student has reasonable cause to believe that an Honor Code violation has occurred is itself a violation of the Honor Code.

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:** The marketing plan assignment will be conducted through team efforts. These assignments include six assignments including two marketing plan presentations of initial work. 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.
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 e-mail.

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

Three Exams (worth 300 semester points/100 points each) - testing for chapters 1 – 13 are conducted in class, dates are noted on syllabus. Each of the three exams is comprised of 40 multiple choice items each worth 2.5 points, with the order of each test scrambled for each student. Note that you will need a SCAN-TRON answer sheet and #2 pencil for each exam.

Final Exam (worth 300 semester points) – The final exam for this course is comprised of 90 multiple choice items each worth 3.5 points covering all 20 chapters of the book, with approximately 35-40% of the questions linked to chapters 14 – 20. The final exam is in class, paper and pencil, using a SCAN-TRON answer sheet you will need to provide. Note, while 3.5 X 90 = 315 you can only earn a total of 300 points. The extra 15 points are gratis.

In Class Quizzes (worth 105 semester points) – Seven in classes 7 item quizzes based on the work for the week will be conducted. You will need to bring a SCAN-TRON answer sheet for each quiz.

Six Written and Presented Marketing Plan Development Assignments (worth 100 semester points). Six team-based written assignments are based on development of your marketing plan (see marketing plan materials in Marketing Plan folder on website. These six assignments will provide marketing plan progress reports with feedback.

| Written Assignment 1 (Due Week 3) | Select a company and a brand for your marketing plan and submit group email to kmccroha@gmu.edu NLT 5:00pm on 2/2. |
| Written Assignment 2 (Due Week 5) | Competition and initial Industry Overview and email 1 page report to kmccroha@gmu.edu NLT 5:00pm on 2/16. |
| Written Assignment 3 (Due Week 7) | Industry Overview, SWOT, and brand goals and email 1 page report to kmccroha@gmu.edu NLT 5:00pm on 3/4. |
| Written Assignment 4 (Due Week 9) | Draft 1 Marketing Plan Sections 2 – 6 due (Worth 50 points). Presentation of Draft 1 (all members presenting) email 4 page report to kmccroha@gmu.edu NLT 5:00pm on 3/25. PPT Presentation (5-10 minutes) due 3/27 along w/hard copy report. |
| Written Assignment 5 (Due Week 10) | Sections 7 - 10 due and email 1 page report to kmccroha@gmu.edu NLT 5:00pm on 4/15. |
| Written Assignment 6 (Due Week 12) | Marketing Plan Draft 2 Due Sections 1 – 10 (Worth 50 points). 5 minute presentation with PowerPoint slides (all members presenting) email 4 page report to kmccroha@gmu.edu NLT 5:00pm on 4/17. PPT Presentation (5-10 minutes) due 3/27 along w/hard copy report. |

The purpose of these assignments is to provide you with feedback necessary to succeed in developing the Marketing Plan assignment noted below. They are be submitted via email attachment and hard copy to kmccroha@gmu.edu. Assignments 4 and 6 include a 5 minute, in class PowerPoint presentation of your Marketing Plan Drafts with all team members participating. See below for details.

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 Exhibit 2.2, page 36 for an inductor visual of a marketing plan. The text pp. 35 – 51 discusses the marketing plan process and content. Pages 62 – 63 present the reporting template for the draft marketing plan work. The file, Marketing Plan Template spring 2015 is located in the Marketing Plan folder of Blackboard as well as other materials addressing marketing plans.

Please note that these materials aid in developing the information necessary for the final marketing plan. That will
be posted and presented later on in the semester and should be followed for the final marketing plan. That
document cannot exceed six pages.

Your team’s marketing plan brand must be approved by the course professor. No duplicate marketing plan topics
are allowed. **Please note that while privately held firms may be considered in very unusual situations you are
strongly encouraged to select publically held firms due to the wealth of data that is available about them.**

<table>
<thead>
<tr>
<th>Here is a checklist for selecting a brand for your marketing plan:</th>
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<tbody>
<tr>
<td>1. Does the brand represent something that interests you and your teammates?</td>
</tr>
<tr>
<td>2. Does the brand represent something that will advance your professional interests?</td>
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</tbody>
</table>
| 3. Will you be able to obtain existing sources of information about the brand?
  | a) Industry data, such as age, size, growth, competitors and regulatory oversight. |
  | b) Brand data, such as sales, market share, and growth, using sources such as Yahoo Finance 10K, Hoovers and Lexus-Nexus (all available online through GMU Library). |
  | c) Customer data, such as reasons they select the brand, reasons they reject the brand, customer satisfaction for the brand, and frequency of purchase, using sources that capture the voice of the customer, such as Yelp, Consumer Reports, Google, Bing and similar customer evaluation sources. |
  | d) Experience data, such as trying or using the brand, interviewing managers and staff of the brand. |
| 4. Your brand should be one that is publicly traded, employ less than 1,000 personnel, and be in D.C, Northern Virginia, and Maryland. If the firm has both domestic and international divisions you should focus on domestic only. |

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

| First Exam | 100 points | 960+ | A + |
| Second Exam | 100 points | 940 - 959 | A |
| Third Exam | 100 points | 900 - 939 | A - |
| Final Exam | 300 points | 870 - 899 | B + |
| Research Requirement | 25 points* | 830 - 869 | B |
| In class quizzes (7@15 points each) | 75 points | 600 – 699 | D |
| Draft Marketing Plan Papers | 100 points | < 600 | F |
| Final Marketing Plan | 200 points | |
| TOTAL | 1000 points | |

* See Marketing_301__Research_Requirement_Spring 15 on class website in Syllabus Folder on Class website

**WEEKLY SCHEDULE OF CLASS ACTIVITIES**

**Week 1 January 23**

Lecture/discussion introduction to course. Chapter 1 Overview of Marketing Form Groups

For Week 2 class, read Chapters 1 – 2 and review Blackboard PPT slides Chapters 1 – 2, Overview of Marketing, Developing Marketing Strategies, and a Marketing Plan

Lecture and discussion on Chapters: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan and Social and Mobile Marketing.

**Week 2 January 30**
Lecture and discussion on Chapter 2 and 4 Developing Marketing Strategies and a Marketing Plan, Marketing Ethics

Take 7 item quiz (1) on Chapter 1 – 2.

Week 3 February 6

Lecture and discussion on Chapter 5 Analyzing the Marketing Environment

Jo Ann Henson, Business Librarian, Introduction to data sources

Take 7 item quiz (2) on Chapter 1 – 2 and 4 and 5.

Group Work on Marketing Plan

Email Written Assignment # 1 via email by 5:00 pm on 2/2.  See guidance on page 5 of the syllabus.

Week 4 February 13

Exam 1 (Chapters 1 – 5) 10:30 – 11:30 am (chapter 3 not included)

Develop team Marketing Plan 11:45 am – 1:10 pm

Prepare for Week 5 by reviewing PPT slides for Chapters 6 – 7 on Blackboard

Week 5 February 20

Lecture and discussion on Chapters 6 – 7: Consumer Behavior and Business-to-Business Marketing

Email Written Assignment # 2 via email by 5:00 pm on 2/16.  See guidance on page 5 of the syllabus.

Week 6 February 27

Lecture and discussion on Chapters 8 – 9 Global Marketing and Segmentation and Targeting, and Positioning

Develop team Marketing Plan

Take 7 item quiz (3) on Chapter 6 – 9.

Week 7 March 6

Exam 2 (Chapters 6 – 9) 10:30 – 11:30 am

Develop team Marketing Plan 11:45 am – 1:10 pm

Email Written Assignment # 3 via email by 5:00 pm on 3/4.  See guidance on page 5 of the syllabus.

Week Spring Break March 13

Week 8 March 20

Lecture and discussion on Chapters 10 – 11: Marketing Research and Product, Branding, and Packaging Decisions

Develop team Marketing Plan with teammates in class.
Take 7 item quiz (4) on Chapters 10 – 11.

**Week 9  March 27**

Lecture and discussion on Chapters 12 – 13: Developing New Products; and Services: The Intangible Product.

Review Chapters

Email Written Assignment #4 (4 page report) via email 3/25 by 5:00 pm. See guidance on page 5 of the syllabus.

Draft 1 Marketing Plan Sections 2 – 6 due. Worth 50 points). Presentation of Draft 1 (all members presenting).

Hard copy of presentation and report due 3/27.

**Week 10  April 3**

Exam 3 (Chapters 10 – 13) 10:30 – 11:30 am

11:45 – 1:10 pm Develop team Marketing Plan

Email Written Assignment #5 via email by 4/1 at 5:00 pm. See guidance on page 5 of the syllabus.

**Week 11  April 10**

Lecture and discussion on Chapters 14 – 15: Pricing Concepts for Establishing Value and Strategic Pricing Methods

Take 7 item quiz (5) on Chapters 14 – 15.

**Week 12  April 17**

Lecture and discussion on Chapters 16 – 17: Supply Chain and Channel Management, and Retailing and Multichannel Marketing.

Email Written Assignment #6 via email 4/15 by 5:00 pm. See guidance on page 5 of the syllabus.

Draft Marketing Plan Sections 1 – 10 due. Worth 50 points). Presentation of Draft 2 (all members presenting).

Hard copy of presentation and report due 4/17.

Take 7 item quiz (6) on Chapters 16 – 17.

**Week 13  April 24**

Lecture and discussion on Chapters 18 – 20: Integrated Marketing Communications; Advertising, Public Relations, and Sales Promotions; and Personal Selling and Sales Management.

Take 7 item quiz (7) on Chapters 18 – 20.

**Week 14  May 3**

Review PPT slides on Blackboard slides Chapters 1 – 20
Concluding comments

May 8  Written team Marketing Plans Due via email by 5:00 pm

Week 15 May 10

Final Exam (Chapters 1 – 20) 10:30 – 1:15 am

About your instructor

Kevin F. McCrohan is a Professor of Marketing at George Mason University in Virginia, USA. He has been a Senior Fulbright Scholar at the School of Business, Kathmandu University, Nepal as well as Senior Fulbright Scholar at Trinity College in Dublin, Ireland. He has served as a Chief Economist at the Internal Revenue Service as well as appointee to the President’s National Security Telecommunications Advisory Committee Financial Sector Task Force. He has published or presented over one hundred and fifty papers in academic journals and national and international conferences. He has served with the US Army, FBI, DHS, and Treasury. He has consulted with the IRS, United Way, and NGA among others.