Course Title: Principles of Marketing
Course Description: This course examines marketing principles, concepts, strategies, tactics and analytical tools used by organizations to market ideas, products, or services to selected target groups. The course emphasizes how to promote, distribute, and price a firm’s offerings in a dynamic domestic and international environment.

Instructor: Constant Cheng

Contact information:

University office: Room 149B, Enterprise Hall
Office hours: MW 10:30 – 11 am; and by appointment

Contact:
Please contact me via email in the first instance.
For emergency, please leave a message at my mobile: (571) 318-9186

E-mail addresses (please check virus before sending attachments):

University: ccheng5@gmu.edu
Course Website: courses.gmu.edu, then choose the course once you log in

Meeting & location: Section 14814 7:30 – 8:45 am, MW, Innovation Hall 204
Section 13352 9:00 – 10:15 am, MW, Merten Hall 1200
Course Prerequisites
Students must have at least sophomore standing.

Passing this course
This course requires a minimum grade of C to satisfy School of Business degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Effective Fall 2010, registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

Course Materials

The text introduces many concepts, so it is imperative that you read the chapters on a timely basis. Where appropriate, additional materials include video and articles will be provided. The classroom discussions and presentations will be the basis for additional insights and understanding of key concepts. These materials will be the basis for examination questions.

Course objectives
Please see the Appendix for a description of how this course addresses the Undergraduate Learning Goals.

Class structure
The course incorporates basic elements – learning of key concepts through reading, lectures, class presentations, and a semester-long class project. The initial emphasis will be on building a foundation through the introduction of concepts. Later classes introduce additional material and build on this foundation to create a comprehensive view of marketing.

You are responsible for your learning. You are expected to complete the Reading Assignments before coming to class. Reading the text is essential; you cannot rely on the presentation slides to develop a full understanding of the material and prepare for the quizzes, examinations and assignments. Class attendance and participation are also expected. You will be tested on materials in the reading and class discussions.
Your learning will be evaluated in several ways:

- **Examinations.** There will be two closed book exams.
- **Case presentation.** A chance for you and your group to work on a case and share your findings. More details are provided in separate handout.
- **Class project.** You will work within a group to develop an abridged marketing plan for a consumer product and company that your group will select.
- **Research Requirement.** More description later in the syllabus.

**Grades**

You may earn up to 100 points during the course of the class. Your grade will be determined by the total points you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points Description</th>
<th>Grade Points</th>
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<tr>
<td>94 to 100 points</td>
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<td>90 – 93 points</td>
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<td>87 – 89 points</td>
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<td>83 – 86 points</td>
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<td>80 – 82 points</td>
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<td>73 – 76 points</td>
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<td>70 – 72 points</td>
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<td>60 – 69 points</td>
<td>D</td>
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<tr>
<td>Below 60 points</td>
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Examinations
Exams will be closed-book and closed-notes. The exams will consist of multiple choice questions. The exams will cover the textbook materials, lectures, and all in-class presentations.

Any unauthorized use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable 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 and 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 for missing exams or taking exams outside the university’s official final exam schedule. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Class Project and Evaluation
The class project will be a group project. Students will select a company and product. For the project your group will develop a marketing plan. As a group, you will work together on a project designed to integrate the materials presented in the course. Team work is always challenging. Each team member is responsible for making the group work. Please respect the Community Standards of Behavior when interacting with your group members.

As an incentive, each member will confidentially evaluate all members of the group at the end of the semester. Your individual score will be calculated based on the grading rubric.

Your individual score = the average % of the score(s) achieved in your section(s) x the group score; or, the average % of the score(s) achieved in your section(s) x % of the overall team evaluation score assigned for you by your group members’ team evaluation at the end of the semester, whichever is less.

If you have actively contributed to your group project and your group members have substantiated your contributions in the team evaluation, the maximum score will be the score achieved by the group project.

It is therefore in everyone’s interest to cooperate, contribute and work with the group effectively throughout the semester. More details will be provided on the Project Description and Project Grading Rubric.
Case Presentation
You and your group will work on a case in the text. After reading the case, you and your group will answer the questions at the end of the class and make a presentation to the class of your findings. More details are provided on a separate handout.

In terms of team evaluation and individual score for the group presentation, rules for the group project are also applied to the case presentation.

More details will be provided on a separate handout.

Research Requirement (COMPULSORY: 2.5% of Grade)

As scholars and educators in the School of Management, we should strive to add value to the knowledge of future managers. We do this by teaching principles and practices that are based on fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate validity. To this end, students must learn the relevance of research to management practice. We believe this is accomplished through direct experience with academic management research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience.

Two Options for Research Credit:

Option 1: Experiments. Sign-up and attend a one-hour experiment. Each of these experiments is worth 2.5% of your final grade. Information and sign-ups for the experiments will be posted on the Experimetrix website.

Important Notes
- Although there will be sufficient slots available during the semester, there is no guarantee that they will be available at the very end of the semester. Therefore, if this is an option you would like to choose, do not delay in signing up for an experiment as they become available.
- Students who fail to show up for a scheduled experiment may not be allowed back into the experiment at the discretion of the researcher. Students arriving late will not be allowed to participate in that session.
- If you have participated in a specific experiment in a previous semester, you may not be allowed to participate in that experiment again.

Option 2: Research Lectures. If you would prefer not to participate in experiments or there are no other experiments for you to participate in, you may also attend a one-hour lecture to fulfill the research credit. You will earn 2.5% for the lecture. These lectures will
be held a number of times over the course of the semester on a variety of days and times and will focus on the importance or research in understanding and refining marketing and management practice. Information and sign-ups for the research lectures will be posted on the Experimetrix website.

**WHAT YOU NEED TO DO:**

1. In order to get research credit in this course, you must go to the following website:

   experimetrix.com/gmusom

2. Click “New User Registration” to create a username and password (simply log in if you have already registered on Experimetrix for a different SOM class in a previous semester). YOU MUST USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. Once your account is created, your logon information will be e-mailed to you.

4. When you receive the e-mail you need to Log In to the system, select “Edit your Course Selection” and pick what course you are in (MKTG or MGMT 301 or both). You may then sign up for experiments as they are available.

5. You will see your credit appear on Experimetrix (the green number) approximately 1-2 days after you have completed an experiment or lecture. You need one for each class you are enrolled in.

   **If you have registered for MGMT 301 in a previous semester, you should use the same login information and do not need to re-register**

**Semester timeline**

January 19th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

February 6th --MANDATORY: **All students must be registered on Experimetrix by this date!!**

April 28th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

April 30th: Last day of classes.

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, not to your professor or lab instructor. You can also check the Help Me (FAQ) page on:
If you are taking more than one 301 subjects in this semester, you must do one experiment per subject to satisfy the requirements.

Specific responsibilities
To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations. Much of the material will be developed in class and in discussion. Lecture notes will be available on the Blackboard for your convenience.

All work is due at the beginning of the class on the due date. Do not submit them to the Blackboard. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. All work must be completed by the final examination.

Students with Disabilities
If you are a student with a disability and you need academic accommodations, please see me in the first week of class and contact The Offices of Disability Services (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 GMU is to create and deliver high quality educational programs and research. 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, faculty, staff, and alumni accept these principles when they join the School of Business 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

These ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business strives to 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 School of Business. 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 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. 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.

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.
## SCHEDULE

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<thead>
<tr>
<th>Week</th>
<th>Topics and Readings</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Course introduction</td>
<td>Read Syllabus and project description</td>
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<tr>
<td>From</td>
<td></td>
<td>Group Formation</td>
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<tr>
<td>January 19</td>
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<tr>
<td>Week 2</td>
<td>Chap. 01: Overview of Marketing</td>
<td>Project Proposal</td>
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<tr>
<td>From</td>
<td>Chap. 06: Consumer Behavior</td>
<td>Assigning project, presentation, and group rules</td>
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<td>January 26</td>
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<td>Week 3</td>
<td>Chap. 11: Product, Branding and Packaging Decisions</td>
<td>The Diet Battle, pp. 203-205</td>
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<tr>
<td>From</td>
<td>Discussion on product, brand, and determinant attributes</td>
<td>Oprah Winfrey, pp. 356-357</td>
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<td>February 2</td>
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<tr>
<td>Week 4</td>
<td>Chap. 12: Developing New Products</td>
<td>Work on product section</td>
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<tr>
<td>From</td>
<td>Chap. 02: Developing Marketing Strategies and a Marketing Plan</td>
<td>Work on company section</td>
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<td>February 9</td>
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<tr>
<td>Week 5</td>
<td>Chap. 05: Analyzing the Marketing Environment</td>
<td>A Next Generation Cleanser. p. 169</td>
</tr>
<tr>
<td>From</td>
<td>Discussion on market trends</td>
<td>Work on Market trends</td>
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<tr>
<td>February 16</td>
<td>Discussion on Industry dynamics, competitor analysis</td>
<td>Work on Industry Dynamics</td>
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<tr>
<td>Week 6</td>
<td>Chap. 02: Developing Marketing Strategies and a Marketing Plan</td>
<td>The Netflix Rollercoaster, p.57-59</td>
</tr>
<tr>
<td>From</td>
<td>Discussion on SWOT analysis</td>
<td>Exam Review</td>
</tr>
<tr>
<td>February 23</td>
<td></td>
<td>Work on SWOT analysis</td>
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<td>Week 7</td>
<td>Midterm exam</td>
<td>Exam I</td>
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<tr>
<td>From</td>
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<td>March 2</td>
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<td>Week 8</td>
<td>Spring Break</td>
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<tr>
<td>From</td>
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<td>March 9</td>
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<tr>
<td>Week 9</td>
<td>Chap. 09: Segmentation, Targeting and Positioning</td>
<td>Coca-cola, pp. 294-295</td>
</tr>
<tr>
<td>From</td>
<td>Discussion on Perception map and positioning</td>
<td>Feedback for Exam 1</td>
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<tr>
<td>March 16</td>
<td></td>
<td>Work on Segmentation, Targeting, and Positioning</td>
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| Week 10  | From March 23 | Chap. 18: *Integrated Marketing Communications*  
Discussion on marketing mix and marketing metrics |  
*Work on Marketing Mix: Product, and Promotion*  
*Work on Marketing Metrics*  
*Jay-Z & Bing, pp. 572-573* |
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<tr>
<td>Week 11</td>
<td>From March 30</td>
<td><em>Group to meet outside class to work on project</em></td>
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| Week 12  | From April 6 | Chap. 14: *Pricing Concepts for Establishing Value*  
Chap. 15: *Strategic Pricing Methods*  
Discussion on competitors’ reactions |  
*Paying for Those Pinstripes, pp. 450-451*  
*Price Wars in the Cellular Market, pp. 477-479*  
*Work on Marketing Mix: Price and place*  
*Work on Competitors' reactions* |
| Week 13  | From April 13 | Chap. 16: *Supply Chain and Channel Management*  
Chap. 17: *Retailing and Multi-Channel Marketing* |  
*Zara, pp. 512 -515*  
*Target, pp. 541 -543*  
The penultimate draft of the group project due |
| Week 14  | From April 20 | Feedback on penultimate draft |  |
| Week 15  | From April 27 | Summing Up and Exam Review |  
*Group Project Due*  
*Final Exam Overview*  
*Team Evaluation due* |
| Week 16  | From May 4 | *Final Exam*  
*(Please consult the university final exam schedule online)* |  |
Appendix: SOM Undergraduate Learning Goals and the Course

This course addresses the following Learning Goals of the School of Management (SOM):

1. **Our students will be competent in their discipline.**
   Discipline competence will be measured in this course using exams, the class project on segmentation, in-class exercises, homework assignments, textbook chapters and related videos (e.g., key terms, marketing applications, case studies and general questions), and a research assignment (experiment and/or lecture). Each assignment will provide a unique contribution to “Assurance of Learning” documentation.

2. **Our students will be aware of the uses of technology in business.**
   This course requires students to send and receive e-mails, complete online assignments, access and navigate the Blackboard learning system, conduct online research, and create MS Word and PowerPoint documents.

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 class project using Word and PowerPoint. Students also will be graded on their oral and written class participation.

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.

6. **Our students will recognize the importance of ethical decisions.**
   The textbook for this course features an entire chapter on marketing ethics. Additionally, chapters have a separate ethical dilemma example such as targeting seniors, price discrimination and spying on consumers.

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 affect marketing practice.

8. **Our students will be knowledgeable about team dynamics and the characteristics of effective teams.**
   Students in this class will work on the class project that requires them to conduct research and make recommendations. That project requires communication, cooperation, and group consensus finding.

9. **Our students will understand the value of diversity and the importance of managing diversity in the context of business.**
   Assignments include 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 and the project requires 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 Segmentation project require an explanation and defense of recommended courses of action.