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.

The only prerequisite for this course is sophomore standing.


This course is delivered with a hybrid distance platform that is 50 percent on line and 50 percent face-to-face. To take this course you must purchase and register the McGraw-Hill Connect+ feature. See details below. You must also have access to the Internet with equipment that can support Connect+, LearnSmart, Blackboard, Blackboard Collaborate.

Hybrid Distance Education

MKTG 301 DL1 and DL2 are taught 50% face-to-face and 50% online. The only difference between sections DL1 and DL2 is the weeks when

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consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date.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 customer satisfaction by creating value (How do the features on your smart phone compare to others? How transparent are the terms of your credit card?), capturing value (When does HOTT price change? Why does cars.com ask for your ZIP code before price is revealed?), delivering value (Why are DVDs dead? Why did Netflix crash December 24, 2012?), and communicating value (Why do 800 million users of Facebook want you to like them? What happens to advertising costs when firms use social media? to targeted populations (How do shoppers at H&M compare with A&F? What percentage of Harley Davidson riders are female?).

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.

In a computer-mediated, networked economy, marketing success is constantly being redefined. 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, demographics, economics, public policy, decision support systems, global studies, foreign languages and culture.
we meet face-to-face. See pages 7 – 11 of this document for the sequence of meetings. Both classes meet the first day in Research I, Room 163 and thereafter in R B111.

The distance education portion of the course requires you to purchase McGraw-Hill’s Connect+ package for the Grewal/Levy 4th Edition text and have equipment to access the Internet and support McGraw-Hill’s Connect+ and LearnSmart platforms as well as Blackboard and Blackboard Collaborate.

There are 30 Connect homework assignments that help you apply your understanding of course material. These exercises use videos and drag and drop activities. Also, there are 20 LearnSmart exercises that help you learn the course concepts. LearnSmart relies on a new form of software called adaptive learning, a feature that tailors the questions to your individual learning progress.

Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hard back version in the GMU bookstore includes Connect. Connect+ gives you Connect and the e-book so no hardbound book is required if you like using e-books. As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too. Connect and Connect + can also be purchased on line by pointing to http://connect.customer.mheducation.com/student-start/. Click on the STUDENTS tab and begin by clicking on GET STARTED. You will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY. At http://www.connectstudentsuccess.com/ you can navigate through FAQs and receive support.

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 homework assignments and class participation. The on-line assignments are based on Connect Marketing Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

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, take on-line quizzes and submit results, access and navigate the Blackboard, including Blackboard Collaborate, and the Connect Marketing and LearnSmart learning systems, access and view streaming media, including web-based PowerPoint slides, conduct on-line research, and create Word and You Tube project 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 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 nineteen 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.
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 we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. We are usually on campus by then, so if we are stuck in traffic you will know about by that time.

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. 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 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://oai.gmu.edu/the-mason-honor-code-2/

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.

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: Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. 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, but by so doing, the team will receive a 5% penalty for their actions.

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 online at https://www.eztestonline.com/401675/index5.tpx

You must have access to the Internet from 4:30 – 6 pm on three exam days, listed in the weekly schedule, below. Each of the three online exams is comprised of 50 multiple choice items, with the order of each test scrambled for each student.

Final Exam (worth 300 semester points) – The final exam for this course is comprised of 100 multiple choice items covering all 20 chapters of the book, with approximately 40% of the questions linked to chapters 14 – 20. The final exam is online using the EZ Test platform.

Connect and LearnSmart Exercises (50 semester points) – Weekly online homework assignments are due by 4:30 pm on the day they are assigned. See the weekly schedule, pages 7 – 11.

Connect+ gives you Connect and the e-book so no hardbound book is required if you like using e-books. As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too. Connect and Connect + can also be purchased on line by pointing to http://connect.customer.mheducation.com/student-start/. Click on the STUDENTS tab and begin by clicking on GET STARTED. You will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY. At http://www.connectstudentsuccess.com/ you can navigate through FAQs and receive support.
For the online exercises required in this course you must register and follow the deadlines for the DL section you are enrolled in. The content is the same but the due dates correspond to the section you are enrolled in. To access thy Connect & Learnsmart assignments, logon to My Mason, click on the Courses tab, and launch MKTG 301 DL1 DL2 Spring 2015. The Connect & Learnsmart assignments reside inside Blackboard. See your grade book results to assure your homework is correctly graded.

In Class Quizzes (worth 50 semester points) - During each of the five face-to-face classes a 10 item quiz will be administered, based on the work for the week. You will need to bring a SCAN-TRON answer sheet for each quiz.

Seven Written and Presented Assignments (worth 100 semester points). Seven team-based written assignments are based on development of your marketing plan (see pp. 62 – 65). These seven assignments will provide marketing plan progress reports with feedback. They are be submitted via email attachment to your professor (jharvey@gmu.edu). Assignments Draft 1 and Draft 2 include a 5 minute, in class PowerPoint presentation of your Marketing Plan with all team members participating. See below for details.

### Written Assignment 1 (Due Week 3). Select a brand for your marketing plan. List the value keys for the industry. **For example see PPT Slide 1-8**

### Written Assignment 2 (Due Week 5). Company, competition and industry overview

### Written Assignment 3 (Due Week 6). SWOT and brand goals. **See Slide 2-11**

### Written Assignment 4 (Due Week 8). **Draft 1 Marketing Plan Sections 2 – 6 due (Worth 50 points). DL1 Presentation of Draft 1. See file “5 Min Presentations”**

### Written Assignment 5 (Due Week 9). Sections 7 & 8 due. **DL2 Presentation of Draft 1. See file “5 Min Presentations”**

### Written Assignment 6 (Due Week 11). Sections 9 & 10 due

### Written Assignment 7 (Due Week 12). **Marketing Plan Draft 2 Due via email (Worth 50 points). DL 2 - 5 minute presentation with PowerPoint slides**

### Written Assignment 7 (Due Week 13). **DL 1 - 5 minute presentation with PowerPoint slides**

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 a visual of a marketing plan. Also see the file, Marketing Plan Template Spring 2015 and Marketing Plan Grading Rubric, located in the Marketing Plan folder of Blackboard. Follow Marketing Plan Template and Grading Rubric. The final paper length will not exceed ten pages.

### Here is a checklist for selecting a brand for your marketing plan:

1. Does the brand represent something that interests you and your teammates?
2. Does the brand represent something that will advance your professional interests?
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.
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 you are strongly encouraged to select publicly held firms due to the wealth of data that is available about them.

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>100</td>
<td>960+</td>
<td>A +</td>
</tr>
<tr>
<td>Second Exam</td>
<td>100</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Third Exam</td>
<td>100</td>
<td>900 - 939</td>
<td>A -</td>
</tr>
<tr>
<td>Final Exam</td>
<td>300</td>
<td>870 - 899</td>
<td>B +</td>
</tr>
<tr>
<td>Connect and LearnSmart</td>
<td>50</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>In class quizzes</td>
<td>50</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>Draft Marketing Plan Papers</td>
<td>100</td>
<td></td>
<td></td>
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<tr>
<td>Final Marketing Plan</td>
<td>200</td>
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<tr>
<td>TOTAL</td>
<td>1000</td>
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WEEKLY SCHEDULE OF CLASS ACTIVITIES

<table>
<thead>
<tr>
<th>Week – Date</th>
<th>Section DL1</th>
<th>Section DL2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 Jan 21</td>
<td><strong>Face-to-Face Class in Research 1 Room 163</strong></td>
<td><strong>Face-to-Face Class in Research 1 Room 163</strong></td>
</tr>
<tr>
<td></td>
<td>Overview of Marketing, Developing Marketing Strategies and a Marketing Plan. Social and Mobile Marketing, lecture and discussion on Chapters 1, 2 and 3</td>
<td>Overview of Marketing, Developing Marketing Strategies and a Marketing Plan. Social and Mobile Marketing, lecture and discussion on Chapters 1, 2 and 3</td>
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<tr>
<td></td>
<td>Introduction to Connect+ and LearnSmart</td>
<td>Introduction to Connect+ and LearnSmart</td>
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<td></td>
<td>Introduction to class requirements and EZ Test</td>
<td>Introduction to class requirements and EZ Test</td>
</tr>
<tr>
<td></td>
<td>Sample EZ Test now available on line at <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a></td>
<td>Sample EZ Test now available on line at <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a></td>
</tr>
<tr>
<td></td>
<td>Overview of course requirements and grading</td>
<td>Overview of course requirements and grading</td>
</tr>
<tr>
<td></td>
<td>15 minute break at 5:30 pm</td>
<td>15 minute break at 5:30 pm</td>
</tr>
<tr>
<td></td>
<td>Sample Marketing Plan in class based on <a href="http://www.youtube.com/watch?v=FxbV1lVjSw&amp;feature=relnfu">http://www.youtube.com/watch?v=FxbV1lVjSw&amp;feature=relnfu</a> and team Marketing Plans meetings.</td>
<td>Sample Marketing Plan in class based on <a href="http://www.youtube.com/watch?v=FxbV1lVjSw&amp;feature=relnfu">http://www.youtube.com/watch?v=FxbV1lVjSw&amp;feature=relnfu</a> and team Marketing Plans meetings.</td>
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<tr>
<td></td>
<td>Complete, sign and submit the sample marketing plan template in class</td>
<td>Complete, sign and submit the sample marketing plan template in class</td>
</tr>
<tr>
<td></td>
<td>Before the beginning of Week 2 class, review Blackboard PPT slides Chapters 1 – 5, Overview of Marketing, Developing Marketing Strategies and a Marketing Plan and Marketing Ethics</td>
<td>Before the beginning of Week 2 class, review Blackboard PPT slides Chapters 1 – 5, Overview of Marketing, Developing Marketing Strategies and a Marketing Plan and Marketing Ethics</td>
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<tr>
<td>Week – Date</td>
<td>Section DL1</td>
<td>Section DL2</td>
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| Week 2 Jan 28 | **Face to Face Class in R B111**  
Marketing Ethics and Analyzing the Market Environment, lecture and discussion on Chapters 4 & 5  
Complete Connect Assignments Weeks 1 & 2 and LearnSmart Chapters 1 – 5 by 4:30 pm today  
Develop team Marketing Plan in class  
Take 10 item quiz on Chapters 1 – 5 | **Online Class**  
Complete Connect Assignments Week 1 and LearnSmart Chapters 1 – 3 by 4:30 pm today  
Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate. |
| Week 3 Feb 4 | **Online Class**  
Prior to 4:30 pm, Sept 18, review slides Chapters 1 – 5: Overview of Marketing, Developing Marketing Strategies and a Marketing Plan, Social and Mobile Marketing, Marketing Ethics and Analyzing the Marketing Environment  
Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate  
Email Weekly Assignment # 1 via email by 7:10 pm. See guidance on page 6 of the syllabus. | **Face to Face Class in R B111**  
Marketing Ethics and Analyzing the Market Environment, lecture and discussion on Chapters 4 & 5  
Complete Connect Assignment Week 3 and LearnSmart Chapters 4 - 5 by 4:30 pm today  
Take 10 item quiz on Chapters 1 – 5.  
Email Weekly Assignment # 1 via email by 7:10 pm. See guidance on page 6 of the syllabus. |
| Week 4 Feb 11 | **Online Class**  
Exam 1 (Chapters 1 – 5), Available only from 4:30 – 6 pm at [https://www.eztestonline.com/401675/index5.tpx](https://www.eztestonline.com/401675/index5.tpx)  
6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate  
Prepare for Week 5 by reviewing PPT slides for Chapters 6 – 8 on Blackboard | **Online Class**  
Exam 1 (Chapters 1 – 5), Available only from 4:30 – 6 pm at [https://www.eztestonline.com/401675/index5.tpx](https://www.eztestonline.com/401675/index5.tpx)  
6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate  
Prepare for Week 5 by reviewing PPT slides for Chapters 6 – 8 on Blackboard |
| Week 5 Feb 18 | **Face to Face Class in R B111**  
**Consumer Behavior, Business-to-Business Marketing and Global Marketing**, lecture and discussion on Chapters 6 – 9  
Introduction to data sources by Jo Ann Henson, Business Reference Librarian, George Mason University  
*Connect* Week 5A & 5B and LearnSmart Chapters 6 – 9 Due by 4:30 pm  
Take 10 item quiz on Chapters 6 – 9  
Email Weekly Assignment # 2 via email by 7:10 pm. See guidance on page 6 of the syllabus. | **Online Class**  
Review PPT slides for Chapters 6 – 9, Consumer Behavior, Business-to-Business Marketing and Global Marketing on Blackboard  
Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate  
Email Weekly Assignment # 2 via email by 7:10 pm. See guidance on page 6 of the syllabus |
<table>
<thead>
<tr>
<th>Week – Date</th>
<th>Section DL1</th>
<th>Section DL2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 6&lt;br&gt;Feb 25</td>
<td><strong>Online Class</strong>&lt;br&gt;Review Chapters 6 – 9, Consumer Behavior, Business-to-Business Marketing and Global Marketing, PPT slides on Blackboard&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;Email Weekly Assignment # 3 via email by 7:10 pm. See guidance on page 6 of the syllabus</td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;Introduction to data sources by Jo Ann Henson, Business Reference Librarian, George Mason University&lt;br&gt;<strong>Consumer Behavior, Business-to-Business Marketing and Global Marketing</strong>, lecture and discussion on Chapters 6 – 9&lt;br&gt;<strong>Connect</strong> Week 6A &amp; 6B and LearnSmart Chapters 6 – 9 Due by 4:30 pm&lt;br&gt;Take 10 item quiz on Chapters 6 – 9&lt;br&gt;Email Weekly Assignment # 3 via email by 7:10 pm. See guidance on page 6 of the syllabus</td>
</tr>
<tr>
<td>Week 7&lt;br&gt;Mar 4</td>
<td><strong>Online Class</strong>&lt;br&gt;Exam 2 (Chapters 6 – 9) available only from 4:30 – 6 pm at: <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a>&lt;br&gt;6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;Review Chapters 10 - 13 PPT slides on Blackboard</td>
<td><strong>Online Class</strong>&lt;br&gt;Exam 2 (Chapters 6 – 9) available only from 4:30 – 6 pm at: <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a>&lt;br&gt;6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate.&lt;br&gt;Review Chapters 10 - 13 PPT slides on Blackboard.</td>
</tr>
<tr>
<td>Week 8&lt;br&gt;Mar 18</td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;Marketing Research; Product, Branding, and Packaging Decisions; Developing New Products; and Services: The Intangible Product, lecture and discussion on Chapters 10 – 13&lt;br&gt;<strong>Connect</strong> Week 8A, 8B &amp; 8C and LearnSmart Chapters 10 – 13 Due by 4:30 pm&lt;br&gt;Take 10 item quiz on Chapters 10 – 13&lt;br&gt;Email Weekly Assignment # 4 via email by 7:10 pm See guidance on page 6 of the syllabus</td>
<td><strong>Online Class</strong>&lt;br&gt;Review Chapters 10 - 13 PPT slides on Blackboard&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;Email Weekly Assignment # 4 via email by 7:10 pm See guidance on page 6 of the syllabus</td>
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<td>Week 9&lt;br&gt;Mar 25</td>
<td><strong>Online Class</strong>&lt;br&gt;Prior to 4:30 pm. Oct 31, review slides Chapters 10 – 13&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;Email Weekly Assignment # 5 via email by 7:10 pm</td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;Marketing Research; Product, Branding, and Packaging Decisions; Developing New Products; and Services: The Intangible Product, lecture and discussion on Chapters 10 – 13&lt;br&gt;<strong>Connect</strong> Week 9A, 9B &amp; 9C and LearnSmart Chapters 10 – 13 Due by 4:30 pm&lt;br&gt;Develop team Marketing Plan in class.&lt;br&gt;Take 10 item quiz on Chapters 10 – 13&lt;br&gt;Email Weekly Assignment # 5 via email by 7:10 pm</td>
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<td>Week – Date</td>
<td>Section DL1</td>
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<td>Week 10 Apr 1</td>
<td><strong>Online Class</strong>&lt;br&gt;Exam 3 (Chapters 10 – 13) available only from 4:30 – 6 pm at: <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a>&lt;br&gt;6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate</td>
<td><strong>Online Class</strong>&lt;br&gt;Exam 3 (Chapters 10 – 13) available only from 4:30 – 6 pm at: <a href="https://www.eztestonline.com/401675/index5.tpx">https://www.eztestonline.com/401675/index5.tpx</a>&lt;br&gt;6 – 7 pm Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate</td>
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<td>Week 11 Apr 8</td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;<em>Pricing Concepts for Establishing Value, Strategic Pricing Methods, Supply Chain and Channel Management, and Retailing and Multichannel Marketing</em>&lt;br&gt;Lecture and discussion on Chapters 14 – 17&lt;br&gt;<em>Connect Week 11A, 11B and LearnSmart</em> Chapters 14 – 17 Due by 4:30 pm&lt;br&gt;Take 10 item quiz on Chapters 14 – 17&lt;br&gt;<em>Email Weekly Assignment # 6 via email by 7:10 pm</em>&lt;br&gt;<em>See guidance on page 6 of the syllabus.</em></td>
<td><strong>Online Class</strong>&lt;br&gt;Review PPT slides on Blackboard slides Chapters 14 – 17&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;<em>Email Weekly Assignment # 6 via email by 7:10 pm</em>&lt;br&gt;<em>See guidance on page 6 of the syllabus.</em></td>
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<td>Week 12 Apr 15</td>
<td><strong>Online Class</strong>&lt;br&gt;Review slides Chapters 14 – 17&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate&lt;br&gt;<em>Draft 2 (Assignment 7) is due via email by 7:10 pm</em></td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;<em>Pricing Concepts for Establishing Value, Strategic Pricing Methods, Supply Chain and Channel Management, and Retailing and Multichannel Marketing</em>&lt;br&gt;Lecture and discussion on Chapters 14 – 17&lt;br&gt;<em>Connect Week 12A &amp; 12B and LearnSmart</em> Chapters 14 – 17 Due by 4:30 pm&lt;br&gt;Take 10 item quiz on Chapters 14 – 17&lt;br&gt;<em>Draft 2 (Assignment 7) is due via email by 7:10 pm</em>&lt;br&gt;<em>And 5 minute team presentation in class</em></td>
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<td>Week 13 Apr 22</td>
<td><strong>Face to Face Class in R B111</strong>&lt;br&gt;<em>Integrated Marketing Communications; Advertising, Public Relations, and Sales Promotions; and Personal Selling and Sales Management</em>&lt;br&gt;Lecture and discussion on Chapters 18 – 20&lt;br&gt;<em>Connect Week 13 and LearnSmart</em> Chapter 18 – 20 Due by 4:30 pm&lt;br&gt;Take 10 item quiz on Chapters 18 – 20&lt;br&gt;<em>5 minute in class team presentation of Draft 2</em></td>
<td><strong>Online Class</strong>&lt;br&gt;Review PPT slides on Blackboard slides Chapters 18 – 20&lt;br&gt;Develop team Marketing Plan via Skype, Google+ Hangout or Blackboard Collaborate</td>
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<td>Week 14</td>
<td><strong>Online Class</strong></td>
<td><strong>Face to Face Class in R B111</strong></td>
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<td>Apr 29</td>
<td>Prior to 4:30 pm. Dec 12, review PPT slides on Blackboard slides Chapters 1 – 20</td>
<td><strong>Integrated Marketing Communications; Advertising, Public Relations, and Sales Promotions; and Personal Selling and Sales Management</strong>, lecture and discussion on Chapters 18 – 20</td>
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<td>Prepare for Final Exam</td>
<td>Connect Week 14 and LearnSmart Chapters 18 – 20 Due by 4:30 pm</td>
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<td>Take 10 item quiz on Chapters 18 – 20</td>
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<td>May 4</td>
<td>Written team Marketing Plans Due via email by 4:30 pm 10 page maximum length in Word format</td>
<td>Written team Marketing Plans Due via email by 4:30 pm 10 page maximum length in Word format</td>
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<td>May 6</td>
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**About your instructor**

Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Dr. Harvey has also published over thirty works in journals, proceedings of professional associations, and in books of readings. His most recent work is “Influence of Awareness and Training on Cyber Security,” *Journal of Internet Commerce*, 9 (1), 23-41, 2011, co-authored with Professor McCrohan. Professor Harvey is also Faculty Representative to the GMU Board of Visitors.