MSOM 303.003, Spring 2015
Marketing in the Global Economy

Tuesdays, Robinson B 220, 4:30-7:10

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Office phone: 703/993-4207
E-mail: Fphilpot@gmu.edu

Website: We will use Blackboard 9.1 for this class. This can be accessed via
mymasonportal.gmu.edu. If you are properly registered for this class you should be able to
click on the “courses” tab and find a listing for this class.

Office Hours: Tuesdays and Thursdays, 4:30-5:30

Text: M:Marketing by Grewal/Levy (Fourth edition). You also need access to McGraw-Hill’s
website which the company calls “Connect.” You can buy that from the bookstore with a new
textbook or directly from McGraw-Hill for about $90.

If you buy the Connect access from McGraw-Hill you will also get an ebook so this is the
cheapest way to get a textbook. Since you have to have the Connect access for the course it
doesn’t make sense to buy a used book or an international edition.

The URL to buy from McGraw-Hill or to register for the website is

There will be 10 on-line quizzes (not to be confused with the five quizzes taken in class) done
at the Connect website. You will receive one point for taking each quiz. If you score more than
80% on a quiz you will receive 2 points. If you don’t take the quiz you will lose a point. All
the quizzes will be available at the beginning of the course (well, by at least the end of the first
week). Each will close at noon on the day it is assigned. In other words, you can take the
quizzes in advance, but not after the assigned date. You have 60 minutes to take this open-
book quiz and one try.
These 10 on-line quizzes are indicated on the syllabus as **Connect Quiz A, Connect Quiz B**, etc. Regular in-class quizzes are identified by Roman numerals. When you take a Connect quiz you will receive your score immediately. One hour after the final due date you can recheck the quiz for the correct answers to each question.

LearnSmart: This is review material based on the textbook content. The LearnSmart exercises are an extremely effective way to master the textbook content, however they are not required.

### Learning goals for this course

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

- Understand the philosophy of marketing as a way of managing a company.
- Be able to identify the components of the marketing mix and the role of each in a business plan.
- Know the basic principles of consumer behavior as they relate to purchase decisions.
- Understand the principles of segmenting and targeting markets and the advantages these principles provide.
- Know the role of brands in product management and the concepts of positioning and repositioning.
- Understand how the differences between products and services influence marketing plans.
- Be able to identify the tools of marketing communication and know the advantages and disadvantages of each.
- Understand the factors that influence pricing and distribution decisions.
- Be able to identify and analyze issues of marketing ethics.
- Be able to apply these principles to practical situations to suggest practical solutions to marketing problems.

**My expectations of you:**

- You are capable of functioning as an independent learner, i.e. you can read the textbook, learn from it and will ask questions about the things you don’t understand.
- You are capable of being a team player and are able to work out disagreements among fellow teammates.
- You are capable of balancing the demands of work, personal life and multiple courses.
- You respect the GMU Honor Code and will abide by it.
- You will do the assigned reading in advance of class.
• You will be able to devote 5 to 7 hours per week outside of class time to preparing for class, working on your team project or reviewing for exams.

• You can write standard business English.

Attendance

Life happens and only you can decide whether you should come to class on a particular week. However, you will not be able to get an A or B in this course without attending class regularly. Much of the material on the course exams will come from class lectures and discussions. You can only do well on the exams by attending class regularly.

Class Organization – Learning Teams

This class will be organized into learning teams. You will be part of a team of four to five people who will work together the whole term, primarily on in-class quizzes and activities.

You will meet with your team members outside of class to complete a short written assignment (Team Charter) and to prepare a team report on an assigned topic. This report – examining real business problems from a Marketing perspective – will constitute an important part of your grade. At the time of the final exam you will be asked to fill out a peer evaluation form to assess the contribution your teammates have made to your group effort. The points for peer evaluation will be based on the data from this form.

After we form teams I will assign each team seats and from that I will prepare a seating chart. I will record class participation on the seating chart so if you are not in your regular seat you may not get full participation points.

This class will have five quizzes during the term. Each quiz will be taken twice – once as an individual and once as a team. You will receive two scores for each quiz, one for your individual performance and one for your team grade. You will be graded on the four highest quiz grades; thus if you attend every quiz class you can drop your lowest grade. If you are absent (for any reason) on the day of a quiz that will constitute your dropped grade.

Teams will be assigned on January 27. You cannot choose your teammates.

Grading Points

The term grade in this class will be based on the following items totaling 1,000 points:

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>500 pts</td>
</tr>
<tr>
<td>Midterm exam</td>
<td>200</td>
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<tr>
<td>Final Exam</td>
<td>300</td>
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<tr>
<td>Quizzes (best 4 of 5)</td>
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<tr>
<td>Individual scores</td>
<td>80 points</td>
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</tbody>
</table>
Team scores: 40 points

Team report
- Part I – 25 pts.
- Part II – 175 pts.

Team Charter: 30 points
Peer evaluations: 50 points
Class participation: 50 points
Connect Assignments: 10 points
Social media assignment: 40 points

Grading scale:
- A ----- 900 points and above
- B ------ 800 – 899 points
- C ------- 700 – 799 points
- D ----- 600 – 699 points
- F ----- 599 and below

Note: There will be no plus or minus grades given. I do not curve.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/20/15</td>
<td>Introduction to course. How to get a good grade in this course. Overview of Marketing</td>
<td>Chapter 1</td>
<td></td>
</tr>
</tbody>
</table>
| 1/27/15  | Marketing Strategies, Marketing Environment | **Chapters 2 and 5**
- “Tide Turns Basic”
- “Whole Foods Shifts Strategy to Healthy”
- “How America Changed” | Form Teams
- **Connect Quiz A** (Chap 2)
- **Quiz I** (Chapters 1, 2, 5 plus articles) |
| 2/03/15  | Consumer Behavior, Segmenting, Targeting and Positioning | **Chapter 6, 9**
- “Clam Chowder”
- “He Eats, She Eats”
- “Cell Phone Moms”
- “Grocery Packaging for Men” | Connect Quiz B (Chap 6)
- **Connect Quiz C** (Chapter 9) |
| 2/10/15  | Marketing Research, Services               | **Chapter 10**
- “Naked Truth Meets Market Research”
- **Chapter 13** | **Connect Quiz D** (Chap 10)
- **Quiz II** (Chapters 6, 9, 10, and 13 plus articles) |
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapters/Assignments</th>
<th>Due Date</th>
</tr>
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<tbody>
<tr>
<td>2/17/15</td>
<td>Products, branding and packaging</td>
<td>“Match.com among boomers” “How Companies Learn Your Secrets”</td>
<td>Connect Quiz E</td>
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<td>Chapters 11, 12 “Liz Claiborne Jeans” “Store Brands” “Tide Pods” “Nestle Premium Water”</td>
<td>(Chapter 11)</td>
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<td>2/24/15</td>
<td>Global Marketing</td>
<td>Chapter 8 “EU Cornflake Standards” “McDonald’s McArabia Sandwich”</td>
<td>Part I of Team Project due by email on 3/01</td>
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<td>3/03/15</td>
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<td>Mid-Term Exam</td>
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<td>3/10/15</td>
<td>Spring Break</td>
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<tr>
<td>3/17/15</td>
<td>Pricing</td>
<td>Chapter 14 “Putting Prices Into Focus” “Customized Prices.” “Pricing Frenzy” “Dirty Secret of Discount Prices.”</td>
<td>Connect Quiz F</td>
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<td>(Chapter 13)</td>
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<td>3/24/15</td>
<td>Retailing</td>
<td>Chapter 16, 15 “COSTCO” “Declining Traffic at the Mall”</td>
<td>Quiz III (Chapters 14, 15, 16 plus articles)</td>
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<td>Supply chain management</td>
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<td>Connect Quiz G</td>
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<td>(Chapter 15)</td>
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<td>3/31/15</td>
<td>Integrated Marketing,</td>
<td>Chapter 17, 18 “Trying to be Edgy” “Flash Sales on Groupon” “Dark Art of Email Marketing”</td>
<td>Connect Quiz H</td>
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<td>Advertising, Public Relations and Sales</td>
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<td>(Chapter 16)</td>
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<td>Promotion</td>
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<td>4/07/15</td>
<td>Personal Selling, Business-to-business</td>
<td>Chapter 19, 7 “Seven Keys to Building Customer Loyalty”</td>
<td>Quiz IV (Chapters 7, 17, 18, 19 plus articles)</td>
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<td>marketing</td>
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<td>Connect Quiz I</td>
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<td>(Chapter 7)</td>
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<td>4/14/15</td>
<td>Marketing and the Internet,</td>
<td>Chapter 3 “Selling Likes on Facebook” “How Facebook Sells You”</td>
<td>Social Media</td>
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<td>Social Media</td>
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<td>Assignment</td>
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<td>4/22/15</td>
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<td>Team Reports</td>
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<tr>
<td>4/29/15</td>
<td>Marketing and Society</td>
<td>Chapter 4</td>
<td>Quiz V (Chapters 3, 4)</td>
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Final exam: The final exam for this course will be given on Tuesday, May 12, at 4:30 p.m. Please plan your life accordingly. This exam will cover the entire course. It will include assigned chapters in the text and the weekly assigned articles plus everything discussed in class. Please note the dates for the final and mid-term exams.

Mid-term make-up exam: If you miss the mid-term exam, you may take a make-up exam at the end of the semester. This exam will come primarily from the textbook.

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

Exam philosophy: All exams and quizzes will use standard scantron answer cards. Please bring several with you to each class that includes a quiz or exam. I have found that the scanning machines sometimes incorrectly grade cards with erasures; therefore I strongly recommend that you always have an extra form and never turn in a card with an erasure. I will not give credit for an answer that has been scored incorrectly because of an erasure.

You should expect three kinds of questions on exams:

1. Questions to determine if you have read assigned material. This applies particularly to articles posted for class discussion.
2. Vocabulary – Do you understand the meaning of terms and concepts?
3. Concept understanding – Can you apply a concept to a particular set of facts? These can be difficult questions. Sometimes more than one answer may seem appropriate. Remember that you are always looking for the single best answer.

There will be at least one question on the mid-term exam taken from the syllabus.

Note: Exams and quizzes will cover all assigned reading through the date of the quiz or exam. Sometimes you will be tested on material that has not been discussed in class. If you do not understand concepts that are assigned but not discussed in class, be sure to ask questions about them.

Class participation: Class participation points are based on active participation in class discussion. Attending class regularly will not produce participation points. You cannot earn all of your participation points by speaking a lot in a few classes. Full participation points require that you ask thoughtful questions throughout the semester.
Some forms of behavior, i.e. sleeping in class, reading a newspaper or magazine, leaving at the break may result in negative class participation points. While I make notes of class participation during classes I don’t attempt to track every spoken comment. Therefore there is inevitably a degree of personal interpretation on my part in assigning final class participation points. Sometimes students have different perceptions of their class participation than I do. You can deal with this by not aiming for minimal acceptable participation.

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

I know that everyone has a life and that you have to make choices about your time. But we have a lot of material to cover in 14 weeks and class time is precious. If you are unable to attend class or choose not to come, you do not need to notify me. I don’t give excused absences. It is much easier to deal with special situations before they occur than afterwards. Please come to me during the first week of class to discuss any problems you have regarding sports teams, religious holidays or school related activities.

If you miss a class, please don’t stop me before or after the next class and ask, “Did I miss anything?” Yes, you missed a class worth of material and you should see one of your teammates to get copies of his or her notes.

**Other policies:** There are notes posted on the class website regarding team and class policies. From time to time I may post additional notes on the website. All of these items are to be considered a part of this syllabus.

**Classes start and end on time:** Out of courtesy to your peers, students are expected to be in class on time and to remain for the entire class period. Multiple late arrivals are not acceptable. Frequently arriving late or leaving early will negatively affect your grade.

**Disabilities:** If you have a documented learning disability or other condition that may affect academic performance you should: 1) make sure this documentation is on file with Office of Disability Services (SUB I, Rm. 4205; 993-2474; http://ods.gmu.edu) to determine the accommodations you need; and 2) talk with me to discuss your accommodation needs.

**Keep copies:** Please keep an electronic copy of anything you submit for this class. Several hundred papers cross my desk each semester and once or twice I have misplaced one. Please have a back-up available should that occur.

**Grades:** I cannot grade input, i.e. how much work you put into the class. I can only grade output, your quizzes, tests and team activities. Note that I consider a B to be an excellent grade as does the School of Management and the University.

**Academic Integrity:** The integrity of the University community is affected by the individual choices made by each of us. GMU has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about
the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using MLA or APA format. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.

Electronic devices: No cell phones or laptop computers may be turned on except during breaks. (This means no texting during class.) Cell phones should be kept in backpacks or purses.

Religious holidays, sports, forensics and school related activities: If you expect to be absent during the semester for any of these reasons, please notify me during the first week of the semester. Note that the University distinguishes between holidays which various religions classify as non-work days and those that permit work on the holiday. To view the official list of recognized holidays go to http://ulife.gmu.edu/calendar/religious-holiday-calendar/.

Writing assignments: All writing for this course should be double-spaced and should include the name of the writer (or team members) and the course section on the first page. Please do not submit any written work in folders or binders. Please put the section and team number (if applicable) on all assignments. An assignment that does not include your section number will automatically be docked two points. Please date all assignments and number the pages.

The Wall Street Journal: If you anticipate a career in business, becoming acquainted with the Wall Street Journal is one of the most useful things you can for yourself. If you work in business someone in the management structure above you reads the Journal. When you go for an interview you will make a much better impression if you are knowledgeable about issues in the company’s industry as well as business issues in general.

The Journal offers a student subscription for $1 per week, i.e. $15 for a semester. It won’t affect your grade in this course, but it can affect your career.

Information on the subscription offer is available at:

If you do sign up please indicate on the form that you attend Mason and are in my class.

A note to late comers: If you join this class late you are at a disadvantage. Be aware of that coming in. It is your responsibility to contact me via email to be assigned to a team. If you join the class after the first two meetings you will have missed the first quiz and possibly the first team assignment. The quiz cannot be made up, although you do get to drop one quiz.

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

No extra credit assignments will be available after the course has been completed.
“I see you’ve flown around the world in a plane, and settled revolutions in Spain. Around a golf course you’re under par. Metro-Goldwyn has asked you to star. Very impressive, I must admit, but we’re looking for someone with marketing experience.”