Marketing 301/303: Principles of Marketing  
Spring 2016

Instructor: Dr. Matthew Shaner, Assistant Professor of Marketing  
Office: 126 Enterprise Hall  
Telephone: 703-993-1786  
Email: mshaner3@gmu.edu

Course Websites:  
- Blackboard (http://mymason.gmu.edu)  
- McGraw-Hill Connect (http://connect.mheducation.com/class/m-shaner--shaner-mon--wed)

Class Time and Location:  
- MKTG 301-007 and MKTG 303-001, Monday and Wednesday, 7:30-8:45 a.m.  
  Exploratory Hall L111  
- MKTG 301-002 and MKTG 303-007, Monday and Wednesday 9-10:15 a.m.  
  Exploratory Hall L003

Office Hours: Mondays and Wednesdays, 10:30-12 noon or by appointment  
(Please email me to schedule appointments)

(An electronic copy is included with the Connect software)  
- Connect Materials (http://connect.mheducation.com/class/m-shaner--shaner-mon--wed)  
- Readings and lecture notes on Blackboard (http://mymason.gmu.edu)

Lecture Notes and Class Materials: Posted on Blackboard

Suggested Readings: The Economist, Wall Street Journal, and/or other online news outlets of your choice

Credit Hours: 3 credit hours

Prerequisites:  
- MKTG 301: Grade of C or higher in ACCT 203 or ACCT 204. Grade of C or higher in ECON 103.  
- MKTG 303: Grade of C or higher in each of the following courses: ACCT 203 or ACCT 204, BUS 100, BUS 103, BUS 200, BUS 210, MATH 108 or MATH 113 or MATH 114 or HNRT 225.
COURSE DESCRIPTION:

COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the terminology, functions, and philosophy of marketing spanning a variety of consumer and business contexts
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through the development of a team-created marketing plan

By achieving these objectives, this course will address each of the School of Business Learning Goals:

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

CLASS STRUCTURE:

This course incorporates three basic approaches:

1. Marketing concepts will be introduced through readings, homeworks, and lectures. The text provides a basic introduction to the concepts, and class lectures will be utilized to elaborate upon the information in the text.
2. Marketing concepts will be applied through discussion and class exercises.
3. Marketing concepts will be integrated within the development of a marketing plan. The marketing plan project will be completed in teams and focus on the current marketing environment faced by a company.

COURSE POLICIES:

ANNOUNCEMENTS AND UPDATES:

It is your responsibility to check Blackboard regularly for the addition of any supplemental course materials. Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account and will include “MKTG 301” of “MKTG 303” in the subject line.

E-MAIL CORRESPONDENCE:

Outside of the designated class time and office hours, e-mail is the easiest and quickest method to contact me. Make sure to plan your questions regarding any exams or assignments with enough time to receive a response. Under normal circumstances, you should receive a reply from me within 24 hours. You MUST use your “yourID@gmu.edu” e-mail address. I will not respond to emails from any other address. This policy will be strictly enforced due to federal privacy laws which state that I am not allowed to provide
confidential information to any non-GMU e-mail addresses. *For me to be able to easily differentiate emails regarding this course from my other courses, please include “MKTG 301” in the subject line of your email.*

**ATTENDANCE:**

Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to ask questions regarding the material. If you are absent from class, it is YOUR responsibility to find out from a classmate what you missed (both course material and announcements). There will be several in-class quizzes and graded activities, which cannot be made up if a student is absent.

**RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:**

If you expect to be absent during the semester for any of these reasons, please notify me within the first two weeks of the semester in order to make arrangements regarding graded course components.

**INCLEMENT WEATHER POLICY:**

We will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. If class is cancelled, the schedule of class subjects and assignments may need to be changed.

**DISABILITY POLICY:**

If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through the ODS. Also, please let me know as soon as possible so that I will be able to be considerate of your needs.

**COMPUTER POLICY:**

Technology can greatly assist learning, but it can also be a distraction. Computers may be brought to class in order to assist with taking notes and on in-class assignments. All other computer related activities should be kept to a minimum. No computers may be used during exams.

**CELL PHONE POLICY:**

Cell phones are NOT allowed in class, unless otherwise specified by the instructor. All cell phones MUST be set to silent/vibrate and kept out of sight during class time. In the case of an emergency, quietly excuse yourself to answer your phone outside of the classroom. No cell phones may be used during exams.

**HONOR CODE:**

Academic honesty is important to maintaining the integrity of our university, which helps to ensure that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

*To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:*
Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution. The table below shows the School of Business Recommendations for honor code violations.

**School of Business Recommendations for Honor Code Violations**

*Adopted by the faculty May 2012*

**UG-Non Freshman Students (including transfer students)**

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism—failure to cite/attribute sources</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance; dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Plagiarism—representing someone else’s work as the student’s own</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance (at times of hearing and reenrollment if relevant); dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Cheating on an assignment, homework, class participation, or minor project</td>
<td>An F in the class; and Academic Integrity Seminar Attendance</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Cheating on a major project, test, or exam</td>
<td>An F in the class; Academic Integrity Seminar Attendance; and at least one semester suspension</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Egregious Violation [e.g., stealing an exam; submitting coursework from another class as original work; lying to an employer about academic performance]</td>
<td>Dismissal from the program; at least one year suspension; and attendance at Academic Integrity Seminar at the time of hearing and just prior to reenrollment</td>
<td>Expulsion</td>
</tr>
</tbody>
</table>

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.

**GRADING:**

**GRADING SCALE**

The following percentage scale will be used to assign letter grades for this course.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92% and above</td>
</tr>
<tr>
<td>A-</td>
<td>90-91.99%</td>
</tr>
<tr>
<td>B+</td>
<td>88-89.99%</td>
</tr>
<tr>
<td>B</td>
<td>82-87.99%</td>
</tr>
<tr>
<td>B-</td>
<td>80-81.99%</td>
</tr>
<tr>
<td>C+</td>
<td>78-79.99%</td>
</tr>
<tr>
<td>C</td>
<td>72-77.99%</td>
</tr>
<tr>
<td>C-</td>
<td>70-71.99%</td>
</tr>
<tr>
<td>D</td>
<td>60-69.99%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
</tr>
</tbody>
</table>
GRADE COMPONENTS

Letter grades for this course will be assigned using the following criteria:

<table>
<thead>
<tr>
<th>Grade Components</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Business Research Participation</td>
<td>25</td>
</tr>
<tr>
<td>Homeworks and Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Exam 1</td>
<td>200</td>
</tr>
<tr>
<td>Exam 2</td>
<td>200</td>
</tr>
<tr>
<td>Exam 3</td>
<td>200</td>
</tr>
<tr>
<td>Marketing Plan (outline, write-up, and presentation)</td>
<td>275</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>

HOMEWORKS AND QUIZZES (100 POINTS)

There will be a series of homeworks assigned over the course of the semester, administered on Connect (http://connect.mheducation.com/class/m-shaner--shaner-mon-wed), as well as in-class assignments and quizzes. **You must be subscribed to Connect to access the homework assignments.** Including the Connect homeworks, there will be 12-15 homework/quiz grades over the course of the semester, but I will throw out the lowest grades, keeping only the highest 10 grades for each student.

The homework assignments are designed to help you gain a basic understanding of the material, **before** we discuss it in class. You will have two attempts to successfully complete each online homework, open book, with no time limit, as long as each assignment is completed before the due date and time.

EXAMS (600 POINTS)

There will be three exams over the course of the semester, and each exam is worth 200 points. The exams will cover material discussed during the previous class periods as well as material from the textbook, class readings, class videos, class discussions and class current event discussions.

Consistent with University policy, **only provable (i.e., documented)** absences due to personal illness, family emergency, or official university excused absences constitute acceptable bases for missing exams. Students who are absent for an exam (without a documented excuse) will receive a grade of 0. 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 to make up for missed work or exams. All students are graded with the same standard.
MARKETING PLAN (275 POINTS)

The course project will be a group project, where students will work together in teams to develop a marketing plan for a new product. The marketing plan will consist of a written report and a presentation.

Project Outline:
Each team will be required to submit a project outline no later than March 30. In the outline, teams are required to have something written for each required section of the project, even if it is in an incomplete and/or bullet-point form. This is a requirement to ensure each team stays on track and allows the instructor to provide feedback before the final project is due.

Written Report:
A written marketing plan will be created by each team for a new product to be introduced. The final marketing plan written report in hard copy form is due on April 25 at 11:59 p.m. Any plans turned in after class has started will be considered late. Late submissions will be penalized at a rate of 10% per day. No marketing plans will be accepted over a week late. More information on the written report will be discussed in class and posted on the course website.

Presentation:
Each team will prepare a presentation of their marketing plan. Structure, content, and style are key considerations for your presentation. Each member of the team MUST present a portion of the material. A hard copy of your slides (printed 3 slides per page) should be brought for the instructor on the first day of presentations, regardless of whether or not your team is presenting that day.

Presentations will take place on April 27 and May 2. Presentation order will be decided at random. It is expected that all students are present and attentive during each of the other team’s presentations. The marketing plan presentation grade will be determined partially by how well the team presents and by each student’s professionalism toward the other team’s presentations (as an individual). Attendance WILL be taken on both presentation days. More information on the presentation will be discussed in class and posted on the course website.

Teams:
Students will be assigned to teams. The size of the teams will depend upon the final enrollment of this course. Teams will be finalized on January 27. Students who enroll in this class after that date will be assigned to an existing team. Team work can be challenging, so each student has a responsibility to contribute to making the team successful. Students may also be “fired” from a team. Student will have the opportunity to rate themselves and their teammates (confidential to everyone except the instructor) in a confidential questionnaire. Students who make a poor effort in contributing to their team project will receive a reduced grade. More information on the team selection, team peer ratings, and firing process will be discussed in class and posted on the course website.

RESEARCH REQUIREMENT (25 POINTS)

As scholars and educators in the School of Business, we should strive to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in 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. Participation in the experiment 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 able to participate in that specific experiment again.

**Option 2: Research Lectures.** If you would prefer not to participate in experiments or there are no available 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](http://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 301/303 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 MKTG or MGMT 301 in a previous semester, you should use the same login information and do not need to re-register **
SEMESTER TIMELINE:

- January 18\textsuperscript{th}: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

- **February 1\textsuperscript{st}** --MANDATORY: **All students must be registered on Experimetrix by this date!**

- April 29\textsuperscript{th}: Last day to participate in experiments/lectures *if available* (Please note: There is no guarantee experiments will be available on this date).

- May 2\textsuperscript{nd}: 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: experimetrix.com/gmusom
### COURSE SEMESTER SCHEDULE

<table>
<thead>
<tr>
<th>Session(s)</th>
<th>Date</th>
<th>In Class Topic(s)</th>
<th>Chapter(s) (To be read before class)</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 20</td>
<td>• Syllabus Review and Semester Review</td>
<td>--</td>
<td>In-class assignment</td>
</tr>
<tr>
<td>2</td>
<td>Feb 1</td>
<td>• Overview of Marketing&lt;br&gt;• Group Project Requirements</td>
<td>1</td>
<td>HW 1 due at 7 a.m. on Feb 1</td>
</tr>
<tr>
<td>3 &amp; 4</td>
<td>Feb 3</td>
<td>• Marketing Analysis and Planning&lt;br&gt;• Marketing Strategy&lt;br&gt;• Project Resources Overview</td>
<td>2, 5</td>
<td>HW 2 due at 7 a.m. on Feb 1</td>
</tr>
<tr>
<td>5 &amp; 6</td>
<td>Feb 10</td>
<td>• Consumer Behavior&lt;br&gt;• Segmentation, Targeting, and Positioning (STP)</td>
<td>6, 9</td>
<td>HW 3 due at 7 a.m. on Feb 10</td>
</tr>
<tr>
<td>7 &amp; 8</td>
<td>Feb 17</td>
<td><strong>PRODUCT:</strong>&lt;br&gt;• Product Management, Branding, and Packaging&lt;br&gt;• New Product Development</td>
<td>11, 12</td>
<td>HW 4 due at 7 a.m. on Feb 17</td>
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<tr>
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<td>Feb 22</td>
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<tr>
<td>9</td>
<td>Feb 24</td>
<td>• Services Marketing</td>
<td>13</td>
<td>HW 5 due at 7 a.m. on Feb 24</td>
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<tr>
<td>10</td>
<td>Feb 29</td>
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<tr>
<td>11</td>
<td>Mar 2</td>
<td><strong>PRICE:</strong>&lt;br&gt;• Pricing Strategies</td>
<td>14, 15</td>
<td>HW 6 due at 7 a.m. on Mar 2</td>
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<td>Mar 7</td>
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<td>Mar 9</td>
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<tr>
<td>12</td>
<td>Mar 14</td>
<td><strong>PRICE:</strong>&lt;br&gt;• Behavioral Economics</td>
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</table>

**Final Note:** The class schedule and assigned readings are subject to change during the semester if deemed necessary by the instructor. Any changes will be posted to the ‘Announcements’ section of Blackboard.

**EXAM 1:** Covers Sessions 2-9

**SPRING BREAK – NO CLASS**
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Activity</th>
<th>Place</th>
<th>HW Due Date</th>
</tr>
</thead>
</table>
| 13 & 14 | Mar 16 | PLACE:  
Supply Chain Management  
Retailing | 16, 17 | HW 7 due at 7 a.m. on Mar 16 |
| 15 & 16 | Mar 23 | PROMOTION:  
Integrated Marketing Communication  
Social Media Marketing  
Personal Selling and Sales Force Management | 18, 19, 20 | HW 8 due at 7 a.m. on Mar 23 |
| 17 | Mar 30 | EXAM 2: Covers Sessions 11-17 (Outlines due) |  |  |
| 18 | Apr 4 | PLACE:  
Customer Relationship Management (CRM) |  |  |
| 19 & 20 | Apr 6 | PROMOTION:  
Global Marketing  
Marketing Research | 8, 10 | HW 9 due at 7 a.m. on Apr 6 |
| 21 | Apr 13 | PLACE:  
B2B Marketing | 7 | HW 10 due at 7 a.m. on Apr 13 |
| 22 | Apr 18 | PLACE:  
“Making Effective Presentations” Workshop | Articles posted to Bb |  |
| 23 & 24 | Apr 20 | PLACE:  
In Class Project Work Days |  | Final papers due by 11:59 PM on Apr 25 |
| 25 & 26 | Apr 27 | CLASS PRESENTATIONS |  |  |
| 27 | May 4 | EXAM 3 (FINAL): Covers Sessions 19-27  
7:30 AM class: May 4, 7:30-10:15 AM  
9:00 AM class: May 9, 7:30-10:15 AM |  |  |