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: 3 – 3:30 pm MW, 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:
MKTG 301-008 Section 18594, 1:30 - 2:45 pm, MW, Exploratory Hall L003
MKTG 303-002 Section 18121, 1:30 - 2:45 pm, MW, Exploratory Hall L003
MKTG 301-006 Section 18386, 7:20 - 10 pm, W, Music/Theater Building 1007
MKTG 303-005 Section 18387, 7:20 – 10 pm, W, Music/Theater Building 1007
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, discussions, 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.
- **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:

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<tr>
<th>Points</th>
<th>Letter Grade</th>
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<tr>
<td>94 to 100 points</td>
<td>A</td>
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<td>90 – 93 points</td>
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<td>87 – 89 points</td>
<td>B+</td>
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<tr>
<td>83 – 86 points</td>
<td>B</td>
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<tr>
<td>80 – 82 points</td>
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<td>77 – 79 points</td>
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<tr>
<td>73 – 76 points</td>
<td>C</td>
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<tr>
<td>70 – 72 points</td>
<td>C-</td>
<td>1.7</td>
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<td>60 – 69 points</td>
<td>D</td>
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<tr>
<td>Below 60 points</td>
<td>F</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 discussions.

Any unauthorized use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include cellular and smart 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.

There will be a team evaluation at the end of the semester. Your individual score will be calculated based on the grading rubric.

Your individual score = the group project score times the % of the overall team evaluation score.

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.
Research Requirement (COMPULSORY: 2.5% of Grade)

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 of 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 301/303 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 18th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

February 1st—MANDATORY: ** All students must be registered on Experimetrix by this date!**

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

May 2nd: 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

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

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics and Readings</th>
<th>Tasks</th>
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<tr>
<td>Week 1 From January 18</td>
<td>Course introduction</td>
<td>Read Syllabus and project description</td>
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<td>Group Formation</td>
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<td>Week 2 From January 25</td>
<td>Chap. 01: Overview of Marketing</td>
<td>Project Proposal</td>
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<td>Project Schedule</td>
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<td>Assigning project, presentation, and group rules</td>
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<td>Week 3 From February 1</td>
<td>Chap. 06: Consumer Behavior</td>
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<td>Week 4 From February 8</td>
<td>Chap. 11: Product, Branding and Packaging Decisions</td>
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<td>Week 5 From February 15</td>
<td>Chap. 12: Developing New Products</td>
<td>Work on product section</td>
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<td>Discussion on product, brand, and determinant attributes</td>
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<tr>
<td>Week 6 February 22</td>
<td>Chap. 02: Developing Marketing Strategies and a Marketing Plan, pp. 31-35: What is Marketing Strategy</td>
<td>Product Section Due</td>
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<td>Discussion on company strategy, and sustainable competitive advantage</td>
<td>Work on company strategy section</td>
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<tr>
<td>Week 7 From February 29</td>
<td>Chap. 05: Analyzing the Marketing Environment Chap. 02: Developing Marketing Strategies and a Marketing Plan, pp. 36-59</td>
<td>Company Section Due</td>
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<td>Discussion on market trends</td>
<td>Work on Market trends</td>
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<td>Discussion on competitor analysis</td>
<td>Work on Competitor Analysis</td>
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<td>Exam Overview</td>
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<td>Week 8 From March 7</td>
<td>No Class – Spring Break</td>
<td>Market Trends Due</td>
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<td>Competitor Analysis Due</td>
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<td>Week 9 From March 14</td>
<td>Midterm exam</td>
<td>Exam I</td>
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| Week 10 From March 21 | Chap. 09: *Segmentation, Targeting and Positioning*
  *Discussion on Perception map and positioning* | Feedback for Exam 1 |
|                     |              | *Work on Segmentation, and Targeting* |
|                     |              | *Work on Positioning* |
| Week 11 From March 28 | Chap. 14: *Pricing Concepts for Establishing Value*
  Chap. 15: *Strategic Pricing Methods*
  *Discussion on marketing mix*
  Chap. 17: *Retailing and Multi-Channel Marketing* | Segmentation and Targeting Due |
|                     |              | Positioning Due |
|                     |              | *Work on Marketing Mix* |
| Week 12 From April 4 | Chap. 18: *Integrated Marketing Communications* | Marketing Mix Due |
|                     |              | *The penultimate draft of the group project due* |
| Week 13 From April 11 | Feedback on Penultimate Draft | |
| Week 14 From April 18 | *Work on Project Outside Class* | |
| Week 15 From April 25 | *Summing up and Final Project Due* | Final Exam review |
|                     |              | *Group Project and Team Evaluation Due* |
| Week 16 Between May 5-11 | **Final Exam**
  *(Please consult the university final exam schedule online)* | **Final Exam** |

Appendix: SOM Undergraduate Learning Goals and the Course

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, 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.