MKTG 301-005/303-010: Section 5 (3 credits)
Principles of Marketing, Spring 2016
10:30 am – 1:10 pm; Robinson Hall A106

Professor:
Brett Josephson
Office: Enterprise Hall 124
Telephone: 703-993-4207
E-mail: bjosephs@gmu.edu
Office Hours: Wednesday 10:00 am-1:00 pm or by appointment

Textbook:

Course Objective:
This course is designed to give students a broad exposure to the principles of marketing, from both a theoretical and managerial perspective. As an introductory course, its aim is to make all students aware of the terminology, concepts, strategies, and techniques that are part of the world of marketing. The course relies upon lectures and discussions of the reading material, videotaped programs, and other supplemental materials (e.g., articles from the business press). Be sure to connect with the course space on Blackboard, I will be posting pertinent information in this space.

Upon completion of this course, students should be able to:
1. Understand and use basic marketing terminology and concepts.
2. Understand the basics of marketing planning, including the ability to identify the basic elements of a marketing plan.
3. Appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy.
4. Understand the environment in which organizations market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments.
5. Describe the elements of the marketing mix, how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.
6. Consider the global marketing environment and its impact on marketing strategy.

Basis for Evaluation:

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<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
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</tr>
<tr>
<td>Exam 2 (Thursday May 5th, 2016)</td>
<td>165</td>
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<tr>
<td>Daily Assignments/Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Product Pitch Presentation</td>
<td>100</td>
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<tr>
<td>Written Product Report</td>
<td>175</td>
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<td>Marketing Research Participation</td>
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<td><strong>Total</strong></td>
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Grading:
Course letter grades will be assigned using the following scale:

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<td>A</td>
<td>93 - 100</td>
<td>B</td>
<td>83 - 86</td>
<td>C</td>
<td>70 - 76</td>
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<td>A-</td>
<td>90 - 92</td>
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<td>80 - 82</td>
<td>D</td>
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<td>B+</td>
<td>87 - 89</td>
<td>C+</td>
<td>77 - 79</td>
<td>Below 60 F</td>
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**Grade Appeals:** If a student feels that the grade given on an exam or assignment is incorrect or inaccurate, s/he may appeal the grade by discussing it with the professor within **one week** of the date of the grade being posted. No exceptions.

**Extra Credit:**

**THERE IS NO EXTRA CREDIT IN THIS COURSE.**

**Exams:**

The examinations are designed to thoroughly test students' knowledge of the subject matter, rather than being just a rehash of material presented in class. Consequently, it is imperative that students read the textbook carefully, ask questions when material is presented in class, and anticipate exam questions that will require integration of concepts and critical thinking. The exam format is likely to consist of a combination of multiple-choice and true-false questions. **ALL EXAMS** will be closed-book and closed-notes.

Unless prior arrangements are made with the professor, a missed exam will be given a zero score. Refer to the course schedule to determine when the exams are to be held. **All arrangements must be made at least one week before any schedule exam or quiz.** Only **extreme circumstances will warrant an exception.** 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. All students are graded with the same standard.

**Marketing Plan Report:**

Each student is required to form a team with three to four additional students and complete a written marketing plan report as well as a sales pitch to the class about a specific product. This assignment is specifically designed to get you accustomed to assessing particular product markets and the issues/factors that drive potential marketing decisions in those markets. The marketing plan also attempts to help you understand the tie between the physical product and the market requirements for the product. Lastly, the report will introduce you to sources of market information that are used often in marketing management. **All teams must select a product from Kickstarter or similar new venture platform. Each team needs to have their product approved by me no later than February 18th, 2016.**

**Written Guidelines**

The written Product Market Report will consist, at a minimum, of the following elements:

**Executive Summary** – The executive summary essentially tells the reader why he or she is reading this marketing plan—what changes require consideration, what new products need discussion, and so forth—and suggests possible actions to take in response to the information the plan contains.

**Company Overview**

In this section, the plan provides a brief description of the company, including perhaps its mission statement, background, and competitive advantages.

**Objectives/Goals**

This section offers more specifics about why readers are reading the marketing plan. What does the company want to achieve, both overall and with this particular marketing plan?

**Situation Analysis**
Recall from Chapter 2 that a situation analysis generally relies on SWOT considerations; therefore, this section describes the strengths, weaknesses, opportunities, and threats facing the company.

**STP Analysis**
The analysis proceeds by assessing the market in which the company functions, the products it currently offers or plans to offer in the future, and the characteristics of current or potential customers.

**Marketing Strategy**
The marketing strategy may be very specific, especially if the plan pertains to, for example, a stable product in a familiar market, or it may be somewhat open to varied possibilities, such as when the firm plans to enter a new market with an innovative product.

**Financial Projections**
On the basis of the knowledge already obtained, the marketing plan should provide possible developments and returns on the marketing investments outlined in the marketing strategy.

**Implementation Plan**
This portion of the marketing plan includes the timing of promotional activities, when monitoring will take place, and how expansions likely will proceed.

**Evaluation Metrics and Control**
The firm must have a means of assessing the marketing plan’s recommendations; the marketing plan therefore must indicate the methods for undertaking this assessment, whether quantitatively or qualitatively.

**Appendix**
The final section(s) offers additional information that might be of benefit, such as a list of key personnel, data limitations that may influence the findings, and suggestions of the plan, relevant legislation, and so forth.

Your written report should be no more than 25 pages in length (includes tables and figures but excludes the cover page) and must be a minimum of 3000 words. Please write the report using a sans-serif font type (like Arial, CG Omega, or Verdana) and a 10-12 point font size. Reports can be either single or double-spaced. The written marketing plan is due by the end of the day on Wednesday, May 4th.

**Presentation Guidelines**
Each group is required to present a “product pitch” to the class about their chosen product. The purpose of the pitch is to sell the audience, who will perform the duty of the firm’s top management or outside investors interested in funding the product, on the viable and potential of the product as well as the quality of the project marketing actions. The presentation should be 5-8 minutes in length. For inspiration, watch presentations on the TV show shark tank for ideas on how best to deliver a pitch to investors. There are no particular formatting guidelines for your team’s presentation. Presentations are on April 29th.

**Research Assignment:**
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

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

Other Assignments:
Quizzes and other exercises will be given throughout the course. The number of assignments will vary depending on class situation. The objective of these assignments is to aid students’ understanding of the material covered in class, as well as to provide an incentive to read the textbook and come to class. Each assignment is likely to be unannounced or given only a day's advanced notice, so it is important that you are aware of each day's activities (especially on the days you miss class). Some assignments may be conducted in-class, others may be out-of-class. **Unless prior arrangements are made, students will be unable to make up these assignments and will receive a score of zero for them.**

Students with Disabilities:
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.

Department of Marketing Attendance Policy:
Students are expected to attend all regularly-scheduled class sessions. No outside activity from another class takes precedence over this class. To maximize your learning, you should attend all regularly-scheduled class sessions. If, for some reason, you must miss a class (or arrive late or leave early), please contact me via email prior to class to explain the situation. Because a great deal of information is only covered in class, it is easy to fall behind if you miss a session. The following are a list of excusable absences: (1) university sponsored events/activity, such as field trips, musical performances, judging teams, intercollegiate athletic events, etc., with appropriate documentation, (2) military service members, such as the National Guard or a reserve branch, and (3) other excused, including illness, personal crisis, mandatory court appearances, parental responsibilities, etc. These must be notified to the instructor, who will try to document reasonable accommodation. Written explanation may be requested, at the behest of the instructor.

Classroom Etiquette:
Though we often do not think of it in these terms, the classroom is a training ground for the real-world. Soon, you will graduate and find yourselves in interviews, business meetings, etc. As such, during class, you should conduct yourself professionally. Non-class-related activity, such as texting and/or checking email is bad etiquette, and will certainly not fly in the business world. In addition, such activities will interfere with your ability to learn and can be distracting to others. Please do yourself and everyone else a favor by conducting yourself professionally in class.
Expectations for Student Effort:

As an upper division (300 – 400 level) course for the School of Business, expectations for student effort/participation are increased. Specifically, students are expected to keep up-to-date in regards to the assigned reading, attend class regularly, and actively engage in classroom participation. This class should be given top priority in a student’s schedule. The University views these courses as transitions from lower division courses to the work required during your senior year, and beyond into your professional careers.

Academic Dishonesty:

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 School of Business (SOB) 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. SOB 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 SOB. 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/mason-values-academic-integrity/:

According to Webster’s dictionary, integrity is an “adherence to ethical principles.” A person who has integrity practices honesty in all things and does what is “right” even if it flies in the face of what is commonly accepted by their peers. Academic integrity refers specifically to those actions and intentions associated with your work at George Mason University.

Your commitment to not “cheat, steal, plagiarize, or lie in matters related to your academic work” is of great importance to the Mason community. Students who lack integrity devalue our degrees and harm Mason’s reputation, which can have a direct negative impact on you in your attempts to begin a career after graduation.

Academic integrity will be strongly enforced in this course. Any student caught cheating on any assignment will be given an F grade for the course or the assignment (depending on professor discretion). If given an F in the course, the student will not be allowed to withdraw from the course,
and will be reported. Definitions of academic integrity can be found at oai.gmu.edu/the-mason-honor-code-2/. It is strongly suggested that you read and understand these definitions.

Teams:
Several assignments will be conducted through team efforts. These assignments include the product market report and presentation as well as the possibility of in-class assignments. Teamwork 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. This evaluation will help to determine a student's overall grade for the presentation and the report. Specifically, students who are marked with low participation by their fellow team members will have their grade reduced.

Use of Email:
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.

Cell Phone and Laptop Policy:
You are encouraged to bring your laptop to class as an aid. However, there will be no need to use a cell phone in the course. Please do not text, check your email/Facebook/twitter/etc., during the class. It is very distracting to those who are sitting around you, and disrupts the learning environment. This sort of behavior is not tolerated in the business environment, and as such will not be tolerated in this course. If a student continues to engage in disruptive behavior, the instructor reserves the right to ask that student to (1) leave the class, and/or (2) deduct points from the student's final grade.

Good luck! I hope you do well in this course!
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<tr>
<th>Date</th>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Research/Assignments</th>
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<tbody>
<tr>
<td>1/21</td>
<td>1</td>
<td>Introduction, Syllabus</td>
<td>Ch 1</td>
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<td>Overview of Marketing</td>
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<td>1/28</td>
<td>2</td>
<td>Overview of Marketing</td>
<td>Ch 1</td>
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<td>Developing Marketing Strategies and a Plan</td>
<td>Ch 2</td>
<td><em>Initial Group Formation</em></td>
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<td>2/4</td>
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<td>Analyzing the Marketing Environment</td>
<td>Ch 5</td>
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<td>Consumer Behavior</td>
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<td>B2B</td>
<td>Ch 7</td>
<td><em>Initial Product Submission</em></td>
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<td>Global Marketing</td>
<td>Ch 8</td>
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<td>2/25</td>
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<td>Segmentation, Targeting, and Positioning</td>
<td>Ch 9</td>
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<td>3/10</td>
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<td>Spring Break – No Class</td>
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<td>3/17</td>
<td>9</td>
<td>Product, Branding, and Packaging</td>
<td>Ch 11</td>
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<td>Developing New Products/Services</td>
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<td>3/24</td>
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<td>Developing New Products/Services</td>
<td>Ch 12</td>
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<td>3/31</td>
<td>11</td>
<td>Pricing</td>
<td>Ch 14</td>
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<td>4/7</td>
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<td>Supply Chain Management</td>
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<td>Retailing</td>
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<td>4/14</td>
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<td>Marketing Communication</td>
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<td>4/21</td>
<td>14</td>
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<td>4/28</td>
<td>15</td>
<td>Project Presentations</td>
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<td>Presentation Day</td>
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<td>5/5</td>
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<td>Final Exam: Thursday, May 5th (10:30 – 1:15)</td>
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* The instructor reserves the right to alter the schedule of topics as appropriate to facilitate an optimal learning environment.