MBUS 303 SYLLABUS
Spring 2017

Course Title: Marketing in a Global Economy
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: 1 – 1:30 pm T, 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:

Session 14874 – MBUS 303-001; 4:30 – 7:10 pm, T, Enterprise Hall 276
Course Prerequisites
Students must have at least sophomore standing. Prior to beginning the minor in business, you must have completed 38 credit hours. Completion of Economics 103 is highly recommended.

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.

### 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:

<table>
<thead>
<tr>
<th>Exams</th>
<th>Points</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>300</td>
</tr>
<tr>
<td>Class Project</td>
<td>500</td>
</tr>
<tr>
<td>(Penultimate Draft 100 pts, Final Project 400 pts)</td>
<td>1000</td>
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</table>

**TOTAL POINTS TO BE EARNED:** 1000 points

Your final grade for the course will depend on the total number of points you earn:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>940 -1000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>730 – 769 points</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>700 – 729 points</td>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>600 – 699 points</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</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.
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.

Diversity Statement
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The
aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.  
http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

School of Business Community Standards
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 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.

The School of Business 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 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.

OTHER USEFUL CAMPUS RESOURCES:
Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu  
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask  
Student Support and Advocacy Center http://ssac.gmu.edu/  
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu  
Learning Services http://learningservices.gmu.edu/  
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/  
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/  
University Career Services: http://careers.gmu.edu  
IT Services https://itservices.gmu.edu/help.cfm  
University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/.
All members of the university community are responsible for knowing and following established policies.

THE MASON HONOR CODE
Academic honesty is important to maintaining the integrity of our university and ensuring 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.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting YYY you do not make-up ZZZ. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., RRR, SSS) that are determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

# SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Reading</th>
<th>Work</th>
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<tbody>
<tr>
<td>From Jan 23</td>
<td>Course Introduction</td>
<td>Read Syllabus and project description</td>
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<td>Group formation</td>
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<tr>
<td>From Jan 30</td>
<td>Chap. 01: <em>Overview of Marketing</em></td>
<td>Project Proposal</td>
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<td>Assigning project</td>
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<td></td>
<td><em>Complete Global Meeting Place</em></td>
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<tr>
<td>From Feb 6</td>
<td>Chap. 06: <em>Consumer Behavior</em></td>
<td>Project Schedule</td>
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<tr>
<td>From Feb 13</td>
<td>Chap. 11: <em>Product, Branding and Packaging Decisions</em></td>
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<tr>
<td>From Feb 20</td>
<td>Chap. 12: <em>Developing New Products</em></td>
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<td><em>Discussion on product, brand, and determinant attributes</em></td>
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<tr>
<td>From Feb 27</td>
<td>Chap. 02: <em>Developing Marketing Strategies and a Marketing Plan</em></td>
<td>Product Section Due to your group</td>
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<td><em>Discussion on company strategy, and sustainable competitive advantage</em></td>
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<tr>
<td>From March 6</td>
<td>Chap. 05: <em>Analyzing the Marketing Environment</em></td>
<td>Company Section Due to your group</td>
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<td></td>
<td><em>Discussion on market trends</em></td>
<td>Exam Overview</td>
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<td></td>
<td><em>Discussion on competitor analysis</em></td>
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<tr>
<td>From March 13</td>
<td>Spring Break</td>
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<tr>
<td>From March 20</td>
<td><strong>Midterm exam</strong></td>
<td><strong>Market Trends Due to your group</strong></td>
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| From March 27  | Chap. 09: *Segmentation, Targeting and Positioning*  
                 Discussion on Perceptual map and positioning | **Competition Analysis Due to your group**  
                                                             Feedback for Midterm |
| From April 3   | Chap. 14: *Pricing Concepts for Establishing Value*  
                 Chap. 15: *Strategic Pricing Methods*  
                 Discussion on marketing mix | **Segmentation and Targeting, as well as Positioning Due to your group** |
| From April 10  | Chap. 17: *Retailing and Multi-Channel Marketing*  
                 Chap. 18: *Integrated Marketing Communications* | **Marketing Mix Due Penultimate Draft**  
                                                             Due on April 11, Tuesday |
| From April 17  | Feedback on Penultimate Draft | |
| From April 24  | *Meet outside to finalize group project* | |
| From May 1     | *Summing Up*  
                 (Final exam overview, and course evaluation) | **Exam Overview**  
                                                             **Final Project and Team Evaluation Due on Tuesday, May 2 at 11 pm** |
| From May 8     | *Final Exam*  
                 Exam period is between (May 10, Wed to May 17, Wed) | The day of the exam will be designated by the University official exam schedule online, more information will be provided during the final exam overview |
Appendix: SoB 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 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 Segmentation project require an explanation and defense of recommended courses of action.