Spring, 2017
MKTG 301-001 and MKTG 303-006: Principles of Marketing
Friday 10:30am-1:10pm

Instructor: Dr. Angela Hausman
Office: 181 Enterprise Hall
Telephone: 703-993-1786
Email: ahausman@gmu.edu

Class: Friday, 10:30-1:10, Enterprise L003
Course Websites: Blackboard (http://mymason.gmu.edu)

Office Hours: Friday, 9:30-10:30 or by appointment
(Please email me to schedule appointments)

(An electronic copy is included with the Connect software)

Readings and lecture notes on Blackboard (http://mymason.gmu.edu)

A laptop computer with wireless access is required for this course

Lecture Notes and Class Materials: Posted on Blackboard


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 Description:**
Examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

**Undergraduate Program Learning Goals:**

**Goal 1:** Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

**Goal 2:** Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

**Goal 3:** Our students will demonstrate technical and analytic skills appropriate for success in business.

**Goal 4:** Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

**Goal 5:** Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

**Goal 6:** Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

**Learning Objectives:**
The course objectives are:

1. Introduce students to the terminology, functions, and philosophy of marketing and market-driven decision making, with an emphasis on the role of technology, spanning a variety of consumer and business contexts. Students will gain a basic understanding of the functions of marketing and develop a working vocabulary of marketing terminology and become familiar with marketing concepts.

2. Introduce students to the role of marketing in an organization and the development of marketing strategy in both domestic and global markets. Students will consider the global marketing environment and its impact on marketing strategy. The course will span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.

3. Build students’ marketing application skills by examining the practices of real-world organizations. Students will understand the application of marketing techniques to real world problems.

4. Introduce students to the ways that marketers anticipate customer needs and position their offerings by creating, capturing, delivering and communicating value for selected constituencies. Students will appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy. Students will understand what motivates customers to purchase marketers’ offerings and how they use them.

5. Introduce students to the environment in which organizations market their products. Students will demonstrate understanding of the competitive, socio/cultural, natural, political/legal, economic, and technological environments.

6. Introduce students to the elements of the marketing mix. Students will demonstrate an understanding of how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.

7. Introduce students to the basics of marketing planning, including the ability to identify the basic elements of a marketing plan. Students will develop marketing application abilities through the development of a team-created (rudimentary) marketing plan.
8. Introduce students to careers available to marketing majors.

This course incorporates three basic approaches:

1. Marketing concepts will be introduced through readings, discussions, 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 in-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 and attend class regularly. You are responsible for all instructions, information, and tips discussed in class, whether you attend class or not. You are responsible for all material posted on Blackboard.

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. Please include “MKTG 301” or “MKTG 303” 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 without a documented and acceptable excuse.

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 and exams. All other computer related activities should be kept to a minimum. Each student must use a laptop computer to complete class 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:**

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 constructing the marketing plan you do not make-up stats, quotes, or references. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., the marketing plan) that is 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).

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
<td></td>
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</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td><strong>Cheating</strong></td>
<td></td>
<td></td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td></td>
</tr>
<tr>
<td><strong>Lying (e.g., providing fraudulent excuse documents, falsifying data)</strong></td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td><strong>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</strong></td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
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>970-1000</td>
</tr>
<tr>
<td>A</td>
<td>940-969</td>
</tr>
<tr>
<td>A-</td>
<td>900-939</td>
</tr>
<tr>
<td>B+</td>
<td>870-899</td>
</tr>
<tr>
<td>B</td>
<td>830-829</td>
</tr>
<tr>
<td>B-</td>
<td>800-829</td>
</tr>
<tr>
<td>C+</td>
<td>770-799</td>
</tr>
<tr>
<td>C</td>
<td>700-769</td>
</tr>
<tr>
<td>D</td>
<td>600-699</td>
</tr>
<tr>
<td>F</td>
<td>0-599</td>
</tr>
</tbody>
</table>

Total 1,000 Points

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**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>Attendance, Participation, and In-Class Assignments</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>Cumulative Final (optional)</td>
<td>200</td>
</tr>
<tr>
<td>Marketing Plan (outline, write-up, and presentation)</td>
<td>275</td>
</tr>
</tbody>
</table>

Total 1,000 Points

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**Attendance, Participation, and In-Class Assignments (100 POINTS)**

I post discussion questions on Blackboard and expect students to knowledgably discuss the material based
on their reading of the chapters. I also reserve the right to quiz students in class or offer other in-class assignments without prior notice. Students absent from class will receive a 0 for these assignments unless they meet the standards for absences listed below.

Students are responsible for attending class, arriving on time, remaining for the entire class, and obtaining all notes and instructions discussed in class. Absence is not an excuse for being unprepared or producing substandard work because you missed important information.

EXAMS (600 POINTS)

There will be 4 exams over the course of the semester, and each exam is worth 200 points. I offer an optional cumulative final during exam week for students who wish to drop a previous exam grade. However, the cumulative final will count towards your grade, if taken, even if this is the lowest of the exam grades. 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. **You must have a laptop computer with wireless access to complete each of the 4 exams.** Exams will be closed-note, closed-book, and will be completed in class, administered through Blackboard. All students must present a GMU student ID to take the exams.

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 of 3-4 students to develop a marketing plan for a hypothetical product, a business you or someone you know would like to start, or a plan for my novel, “Buried Ladies” available on Amazon. The marketing plan will consist of a written report and a presentation. I will post a sample marketing plan on Blackboard.

Assignments must be submitted in writing, in a professional manner (ie. typed, stapled in the upper left corner, title page containing your names, the business, and the class information. Grammar and spelling are part of professional writing).

Late assignments are penalized at 10% per day late.

**Project Outline (20%):**

Each team will be required to submit a project outline no later than **February 17th at the beginning of class.** 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. A rubric for the final report and outline will be available on Blackboard.

**Written Report (60%):**

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 21 at the beginning of class.** 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 (20%)**:
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.

Presentations will take place on **May 5 after the exam**. 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). Students should limit their presentations to NO MORE than 10 minutes and presentations must be uploaded ready to present before class. If we run out of time, students teams will present immediately after class. More information on the presentation will be discussed in class.

**Teams:**
Students may self-select a team and those students who are not in teams by Feb. 10 will be placed on a team by the instructor. **Teams will be finalized on Feb 10**. Teamwork 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 20th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

February 3rd --MANDATORY: **All students must be registered on Experimetrix by this date!**

May 1st: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May 4th: 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](http://experimetrix.com/gmusom)
### COURSE SEMESTER SCHEDULE

<table>
<thead>
<tr>
<th>Lecture Session</th>
<th>Date</th>
<th>Lecture and Discussion Topic(s)</th>
<th>Chapter(s)</th>
<th>HW Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 27</td>
<td><em>What is Marketing, Marketing Strategy</em></td>
<td>1 &amp; 2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Feb 3</td>
<td><em>Market Research</em></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 10</td>
<td><em>Marketing Information Systems</em></td>
<td>10</td>
<td>Select Teams</td>
</tr>
<tr>
<td>4</td>
<td>Feb 17</td>
<td><em>Consumers and Business Customers</em></td>
<td>6 &amp; 7</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Feb 24</td>
<td><em>Review, Catch-up/ Exam I (Chapters 1,2,5,6,7,10)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>March 3</td>
<td><em>Targeting and Social/Mobile</em></td>
<td>3 &amp; 9</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>March 10</td>
<td><em>Products and Services</em></td>
<td>11 &amp; 13</td>
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<tr>
<td>8</td>
<td>March 24</td>
<td><em>NPD</em></td>
<td>12</td>
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<tr>
<td>9</td>
<td>March 31</td>
<td><em>Pricing</em></td>
<td>14</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.
<table>
<thead>
<tr>
<th>Lecture Session</th>
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<th>Chapter(s)</th>
<th>HW Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>April 7</td>
<td><em>Review, Catch-up/ Exam II (Chapters 3, 9, 11-14)</em></td>
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<tr>
<td>11</td>
<td>April 14</td>
<td>Channels</td>
<td>15 &amp; 16</td>
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<tr>
<td>12</td>
<td>April 21</td>
<td>IMC</td>
<td>18 &amp; 19</td>
<td>Marketing Plan</td>
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<tr>
<td>13</td>
<td>April 28</td>
<td>Global and Ethics</td>
<td>4 &amp; 8</td>
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<tr>
<td>14</td>
<td>May 5</td>
<td>Presentations/ Exam III (Chapters 4, 8, 15,16,18,19)</td>
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