Course Objectives: The objectives of this course are to

- Introduce students to the terminology, functions, institutions and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology.
- 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.
- Build marketing application skills by examining the practices of real-world organizations.
- Develop marketing application abilities through the development of a team-created rudimentary marketing plan.

CAUTION: You must satisfy all prerequisites stated in the Schedule of Classes. Failure to do so may result in being dropped from this class. The prerequisites for this course are sophomore standing and C or better in ACCT 203 and ECON 103.

Text: Marketing, 3/e, Grewal & Levy.

For text support, point your browser to http://highered.mcgraw-hill.com/sites/0077450906/student_vieww0/

To take this course you must purchase and register the McGraw-Hill Connect+ feature. See details below. You must also have access to the Internet with equipment that can support Connect+, LearnSmart, Blackboard, and Blackboard Collaborate. Activating premium content requires registration. You can use your registration code to register, or purchase access. Resources include

The Essence of Marketing

Casual observation of popular culture – news, movies, theatre, blogs, etc. – seems to imply successful marketing is based on having a cool ad campaign. This view assumes consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date. Today’s networked, value-seeking consumer underscores the true character of successful marketing – assuring customer satisfaction by creating value (How do the features on your smart phone compare to others? How transparent are the terms of your credit card?), capturing value (When do HOT Lane prices change? Why does cars.com ask for your ZIP code before price is revealed?), delivering value (Why did Netflix crash December 24, 2012?), and communicating value (Why do 800 million users of Facebook want you to like them? What happens to advertising costs when firms use social media?) to targeted populations (How do shoppers at H&M compare with A&F? What percentage of NASCAR followers are female?).

Marketing practitioners translate consumers’ needs and preferences into products and services that add unique value. Value creation is both easier and more challenging in a social media world. As consumers take center stage using new and interactive media their preferences become easier to track while expressing their concerns and seeking alternatives have never been easier. Organizations face higher standards of performance and greater competition for delivering value when competition is a one click away.

As consumers actively search for alternatives, express their experiences through vibrant social networks, and dispense and gather information through easy to access world-wide and mobile media, the imperative for organizations to respond effectively to consumers and competition has never been greater. Consumer-controlled media also challenge organizations’ abilities to define the meaning of their brands in a marketplace of information clutter, contest the relevance of traditional one-way channels in reaching target markets, and remind decision makers of the changing character of the information architecture that supports their brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated. Based on that knowledge, marketing practitioners develop strategies that add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

In a computer-mediated, networked economy, marketing success is constantly being redefined. Marketing success today is based on the breadth and depth of interactive product and communications architecture that competes in a mobile, global, multicultural, multilingual and multimedia electronic supermarket.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, competitive intelligence, marketing research, market segmentation and positioning. Effective use of these tools results in developing marketing offers that reflect customer-defined quality, prices that mirror value, distribution that is easy to access, and communication that effectively portrays the brand’s value proposition - collectively delivering customer satisfaction to targeted populations.

Majoring in Marketing

The study of marketing prepares students for a broad range of domestic and international career options. Opportunities are strong in marketing as technology firms, government agencies, the non-profit sector, manufacturing and service providers advance their efforts to be market- and customer-value driven. A recent posting lists marketing jobs as #3 and #7 for 2013 (http://www.forbes.com/sites/jacquelynnsmith/2012/12/06/the-top-jobs-for-2013/).

Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages and culture.
Slideshow narratives of each chapter, iPod content, chapter summaries, flashcards, and glossary of terms. These features may help your performance in this class.

Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hard back version in the GMU bookstore includes Connect+ and eBook version in one price and does have a buyback feature when considering the price. The used version is less expensive but you will have to purchase Connect+ separately.

Other format options include a loose-leaf version, eBook platform, international versions, previous editions (< 3e), and renting hardbacks. Each has different prices and features but remember you will have to purchase Connect+ separately for any of these options. To purchase the required Connect+, point to http://www.connectstudentsuccess.com/. To get started today with a 21 day free trial, scroll to “Registering with free trial” and follow the instructions. When registering for Connect+ USE ONLY YOUR GMU EMAIL ADDRESS.

Course Objectives and School of Management Learning Goals

This course addresses the following Learning Goals of the School of Management:

1. Our students will be competent in their discipline.

   Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written in-class exercises, on-line homework assignments and class participation. The on-line assignments are based on Connect Marketing Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

   For most students the course will be their first and last university-level class in marketing. Central to the purpose of this course is to insure that students understand the role and importance of marketing in all organizations. Therefore understanding the essentials of marketing as applied to all institutions as well as self marketing is the central feature demonstrating discipline competence.

2. Our students will be aware of the uses of technology in business.

   This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated Powerpoint slides, conduct on-line research, and create Word and PowerPoint project 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 rudimentary marketing plan using Word and PowerPoint. Students will also 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. Examination of international trade institutions such as EU, GATT, IMF, and WTO exemplify the commitment to
understanding global trade. Additionally, each textbook chapter features international cases, examples or cases.

6. *Our students will recognize the importance of ethical decisions.*

The book for this course features an entire chapter marketing ethics. Additionally each of the nineteen chapters has a separate ethical dilemma example that range from issues of junk food, targeting seniors, price discrimination for “ladies’ night” at bars to spying on consumers. The group project includes a section on business model sustainability and company social responsibility.

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 impact marketing practice.

8. *Our students will be knowledgeable about team dynamics and the characteristics of effective teams.*

Students in this class will be part of a group working on the class project that requires you to conduct research and make recommendations. That project requires communication, cooperation, leadership, decision making and group consensus finding.

9. *Our students will understand the value of diversity and the importance of managing diversity in the context of business.*

Part of the class project includes 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 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 plan require an explanation and defense of recommended courses of action.

**Student Responsibilities:** For a summary of relevant university policies, see: [http://catalog.gmu.edu/](http://catalog.gmu.edu/), especially [http://catalog.gmu.edu/content.php?catoid=22&navoid=4763#undergrad](http://catalog.gmu.edu/content.php?catoid=22&navoid=4763#undergrad)

**Course activities and daily processes:** Read assigned readings and cases prior to attending class. For tests, you are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

**Exam Processes:** You will take three closed-book, closed notes exams in this course including a final exam during the regular GMU final exam schedule.

**Exam makeups:** 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. No extra credit is offered to anyone. All students are graded with the same standard.

**Prerequisites and Registration:** Prerequisites for the course are sophomore standing and C or better in ECON 103 and ACCT 203. Students are not officially added or dropped from a course section until the drop or add slip is processed by the Registrar.
**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. I am usually on campus by then, so if I am stuck in traffic you will know about by that time.

**Disability:** 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.

**Community Standards of Behavior:** The mission of the School of Management 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 SOM 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. SOM 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 SOM. 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 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/honor-code/](http://oai.gmu.edu/honor-code/)

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.

**Religion:** Students who will miss class for religious reasons should inform me of their anticipated absences during the first two weeks of the semester.

**Personal Challenges:** GMU and SOM provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS),
and several other student services. SOM majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

**Classroom Professionalism and Civility:** Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

**Teams:** Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. Team work 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. Also, students can be “fired” from the team, but by so doing, the team will receive a 5% penalty for their actions.

**Late Work:** Assignments delivered late will be penalized 10% for each class day missed.

**Use of E-Mail:** 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 and I do not open attachments.

**Grading Methods and Requirements:** For more information regarding grading policies, class attendance and the Honor Code, see [http://catalog.gmu.edu/content.php?catoid=19&navoid=4066](http://catalog.gmu.edu/content.php?catoid=19&navoid=4066)

**THREE EXAMS (worth 500 semester points)** - Exam 1 covers chapter 1 - 6 and exam 2 covers chapters 7 – 12. Each test contains 50 questions and is taken online. The final exam is comprehensive, covering chapters 1 – 19 and is 100 items long, with chapters 13 – 19 emphasized. Students must provide a SCAN-TRON sheet for the final exam.

**EIGHT IN-CLASS ASSIGNMENTS (worth 100 semester points)** – Eight in-class, team-based assignments are due throughout the course. Each assignment will address a specific point from the field of marketing, as applied to your marketing plan. These assignments will be done in class and signed on by each member of your marketing plan team. Each submitted assignment will reflect the efforts of the team. Team members who do not participate in the assignment will receive a grade of zero for the exercise.

Each assignment is associated with a template found on Blackboard. See In-Class Templates 1 – 8. Each member of each team should download the template and bring it to class prepared to fill it out, based on in-class team discussion.

**IN-CLASS Assignment Evaluation Checklist:**

1. Failure to respond to the assignment with significant thought or purpose – **NO points.**
2. Responds to the assignment with some signs of insight and care – **1 point.**
3. Responds to the assignment with clear signs of insight and care – **2 points.**
4. Responds to the assignment in a way that shows thorough grasp of concept, relevant teaching materials and outside sources – **3 points.**
5. Goes beyond Level # 4 to offer thoughtful and creative strategic recommendations – **4 points.**

Recommendations must be linked to the analysis included in your work. Example recommendations can include how value should be added to the product, developing new offering and features, developing new pricing practices, developing new distribution methods, using different approaches to promotions, targeting new markets and addressing new competition.

**MARKETING PLAN (worth 200 semester points) -** Each team will prepare and present a written marketing plan for a brand the team agrees upon, with the approval of the course professor. See text Exhibits 2.2 – 2.5, pp. 40 – 54 and Appendix 2A, pp. 63 - 81. Also see the document, “Marketing Plan Template MKTG 301 Summer 2013” posted in Blackboard for the format of the paper. Half of your Marketing Plan grade will be based on an in-class presentation comprised of a 10 minute PowerPoint presentation and 5 minutes of questions from the class and the course instructor. All students will stand in front of the class and speak. Also see the file, “Required Presentation
Slides, in the Marketing Plan folder in Blackboard.

Marketing Plan grades are determined by written and oral content that is consistent with the principles articulated in this course. See “Marketing Plan Grading Rubric MKTG 301 Summer 2013” for guidance and grading rubric. Also, In-Class Assignments 1-8 are trial efforts in composing the required Marketing Plan. Incorporating the instructor’s feedback on In-Class 1-8 into the Marketing Plan will improve the team’s grade.

The following are examples of marketing plans of the type I hope you will be inspired to tackle. Other topics will be considered but they must receive be approved and no duplicate marketing plan topics are allowed.

NetJets  Bitcoin  Arlington Bikeshare  
Vertu  The Dreaming Tree  Singapore Airlines  
Smashburger  jive.com  Wynn Resorts  
Angry Birds  100 Montaditos  Rolling Stone  
Advent Funeral  REI Outfitters  Jersey Mike’s SUBS  
Bobby’s Burger Palace  Vehix.com  Tesla  
Amazon Kindle  HSBC  Skype  
Yandex  CPX Interactive  IDEO  
BIZ2CREDIT  Anisa Intl  FRESHII  
Angies List  VW Touareg  BlackRock  
laptopcopsoftware  Crown Verity  Ally Bank  
Price Waterhouse  Accenture  UPS Store  
WalMart Videos  ProPublica  Baker Tilly  
Poetry Foundation.org  LG 4K TV  Avon  
Fark.com  Care.com  Guardian Whole House Generators  
Diebold Ballot Box  Colvin Run Mill  Sandy Spring Bank  
Intuitive Surgical  Grand Theft Auto IV  Nibon Uni  
DrinkMore  Spirit Airlines  Black & White  
Aptera  Nau  Kona Blue Water Farms  
Polk I.Sonic  Gladiator Garage Systems  Choose to Save  
AmeriDebt Credit  US Foodservice  Martha Stewart Omni  
Roller Derby  FCEDA  ETFs  
tirerack.com  Tire Van  WakeUpWalMart.com  
Cityyear  Hylton Arts Center  US Postal Service  
GMU Aquatics Facility  Town & Country Vet Hosp  Herman Miller Office Furniture  
myedgepro.com  Dermaroller  eneloop electric bike  
Zips  Artie’s Restaurant  Helio  
Hilton Garden  Eclipse Aviation  You Walk Away  
linkedin  Guapo’s  Moby Dick

Any other business not included in the course

CONNECT/LEARNSMART HOMEWORK (200 semester points) – Connect/LearnSmart assignments are due by 121:59 am on the day they are assigned. However, you can access these assignments as of today. You will only have two opportunities to complete each assignment, so I recommend you work on each assignment the week they are due. To access these groups of assignments, point to http://connect.mcgraw-hill.com/class/p_harvey_marketing_301_a01_summer_2013. To learn how to access and register for Connect, point to the required Connect+, point to http://www.connectstudentsuccess.com/. To get started today with a 21 day free trial, scroll to “Registering with free trial” and follow the instructions. When registering for Connect+ USE ONLY YOUR GMU EMAIL ADDRESS.
Semester Grading Scale: Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>166</td>
<td>960+</td>
<td>A+</td>
</tr>
<tr>
<td>Second Exam</td>
<td>167</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Final Exam</td>
<td>167</td>
<td>900 - 939</td>
<td>A-</td>
</tr>
<tr>
<td>Team Marketing Plan</td>
<td>200</td>
<td>870 - 899</td>
<td>B+</td>
</tr>
<tr>
<td>In-Class Assignments</td>
<td>100</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>Connect Assignments</td>
<td>200</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
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DAILY SCHEDULE OF CLASS ACTIVITIES

DATE ASSIGNMENT

May 20 BEFORE the first class meeting you will need to fulfill the following nine requirements:

1. Launch MyMason, click on the Courses Tab, find MKTG 301 A01, and click on the link, “Course Content” to find all content for the course.

2. Download, print and bring the course Syllabus posted on Blackboard


4. Download, print and bring the Chapter 1 & 2 PPT slides posted on Blackboard. Printing the slides will assist in your note taking. I recommend the print option “3 Slides per page Handouts.”

5. Download, print and bring to class In-Class Assignment 1, due May 22 posted on Blackboard

6. Download, print and bring to class MasterLock Marketing Plan posted on Blackboard. To prepare for this assignment, be prepared to discuss, “Do people want padlocks or something else?” at [http://www.youtube.com/watch?v=FxbV1IlvjSw&feature=relmfu](http://www.youtube.com/watch?v=FxbV1IlvjSw&feature=relmfu)


8. Find your team number in the Blackboard grade book, under “Team #” and remember it so you can meet your teammates


Here are the activities planned during class time May 20:

Discuss the course requirements, the course syllabus and introduction to marketing.

Discuss Team Assignment “Adding Value” due May 21. Each team assembles in front of class and addresses the question associated with their link assigned to them.

Teams 1-3 Product (creating value. How do retailers add value?) What is unique about Trader Joes? [http://www.youtube.com/watch?v=OdB7GDZy3Pk](http://www.youtube.com/watch?v=OdB7GDZy3Pk)
DATE       ASSIGNMENT

May 20     Teams 4 - 6   Price (capturing value. Why would a service provider like this app?)
            http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html

Teams 7 - 8 Place (delivering value. What is Diapers.com trying to accomplish? Why
should CVS be worried about them?)
            http://www.youtube.com/watch?v=6zXOW6v0c8s

Teams 9 – 10 Promotion (communicating value. What is Cosmopolitan Hotel trying to
communicate?)
            http://www.youtube.com/watch?v=WG0mmFDKkfw

Teams 11 – 12 Exchange (understanding value, e.g., What is the role of customer
satisfaction in marketing?)
            http://www.theacsi.org/index.php?option=com_content&view=article&id=212:acsi-scores-
            july&catid=14&Itemid=263

May 21     Discuss Chapters 1 & 2

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

Discuss In-Class Assignment #1 due May 22.
Discuss Marketing Plan assignment. In-class team meetings.

“Adding Value” presentations. Each team assembles in front of class and addresses
the question associated with their link assigned to them.

May 22     Connect assignments Week 1A and Chapters 1 & 2 are due by noon today
Continued discussion of Chapters 1 & 2 and the marketing plan assignment

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

In-Class Assignment #1 due. In – Class 1 is a TEAM assignment. Download this document
from Blackboard, complete the assignment and submit it during class. See syllabus for late
work penalty.

TEAMS 11 and 12 ORAL PRESENTATIONS: Industry Trend Analysis

Continue marketing plan discussions and discuss In-Class assignment #2 due May 23.

May 23     Connect assignments Week 1B and Chapters 3 & 4 are due by noon today

Download, print and bring to class In-Class Assignment 2, posted on Blackboard.

Discuss Chapter 3 – Marketing Ethics
Discuss Chapter 4 – Analyzing the Marketing Environment

In-Class Assignment #2 due. In – Class 2 is a team assignment, due from
each team in class. Download this document from Blackboard, complete the assignment and
submit it during class. See syllabus for late work penalty.
DATE	ASSIGNMENT

May 23	TEAMS 9 and 10 ORAL PRESENTATION: MISSION/EXCHANGE STATEMENT

May 27	Memorial Day – No Class

May 28	Week 2 and Chapters 5 & 6 Connect assignments are due by noon today

Download, print and bring to class Chapter 5 and 6 PPT slides posted on Blackboard.

Discuss Chapter 5 – Consumer Behavior
Discuss Chapter 6 – Business-to Business Marketing
Download, print and bring to class In-Class Assignment 3, posted on Blackboard.

Here are the activities planned during the second part of class time May 28:

Discuss In-Class assignment #3 due May 29.

May 29	Marketing Plan Team Conference. See “Marketing Plan Template MKTG 301 Summer 2013” and “Marketing Plan Grading Rubric MKTG 301 Summer 2013 (Download documents from Blackboard and bring to class).

Review for Exam 1. Point to Course URL: https://www.eztestonline.com/jharvey/index1.tpx to see a list of exams and change your password. Your userid is the same as your GMU userid and the password is MKTG301.

Conferences with Marketing Plan teams

What methods does the brand of your marketing plan use to track and understand its customers? How does the brand of your marketing plan use technology to address its marketing objectives?

In-Class Team Assignment #3 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.

May 30

FIRST HOUR EXAM 50 multiple choice questions from Chapters 1 - 6, lecture, discussion, videos, handouts and cases from May 21 to date. See Exam 1 Samples in Blackboard.

This exam will be online from 12:01 pm – 1:01 pm. Click on to take the test

Chapter 7 Connect assignment is due by noon today

Online Discussion of Chapter 7 – Global Marketing using Blackboard Collaborate

What are the primary reasons customers purchase your marketing plan brand? How do they use it? How do you know? Discuss In-Class Assignment # 4 due May 30.
Assignment

June 3  Connect assignments Week 3 and Chapters 8 & 9 are due by noon today

Download, print and bring to class In-Class Assignment 4, posted on Blackboard.

Download, print and bring to class Chapter 8 & 9 PPT slides posted on Blackboard.

Discuss Chapter 8 – Segmentation, Targeting, and Positioning
Discuss Chapter 9 – Marketing Research and Information Systems
Discuss In-Class Assignment # 5 due June 3.

In-Class Team Assignment #4 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.

Teams 5 and 6 Oral Presentation: Key Objectives Analysis

June 4  Connect Marketing assignments Chapters 10 & 11 are due by noon today

Download, print and bring to class In-Class Assignment 5, posted on Blackboard.

Download, print and bring to class Chapter 10 & 11 PPT slides posted on Blackboard.

How would you add value to the brand of your marketing plan? Recommend an improvement or a new product (service) for your brand

Discuss Chapter 10 – Product, Branding, and Packaging Decisions
Discuss Chapter 11 – Developing New Products

In-Class Team Assignment #5 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.

Teams 3 and 4 Oral Presentation: Customer Value Proposition

Prepare for Exam 2

June 5  Connect assignment Chapter 12 are due by noon today

Download, print and bring to class Chapter 12 PPT slides posted on Blackboard.

Is your brand a product or a service? How do services support your brand? How does your brand support a nonprofit organization?

Discuss Chapter 12 – Services: The Intangible Product
Discuss In-Class Assignment 6 due June 5.
<table>
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<th>DATE</th>
<th>ASSIGNMENT</th>
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<tr>
<td>June 6</td>
<td><strong>SECOND HOUR EXAM</strong> 50 multiple choice Chapters from 7 - 12, lecture, discussion, videos, handouts and cases from May 29 to date. See “Exam 2 Samples” on Blackboard.</td>
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Download, print and bring to class **In-Class Assignment 6**, posted on Blackboard.

Here are the activities planned during the second part of class time June 4:

Marketing Plan Team Conference. See “Marketing Plan Template MKTG 301 Summer 2013”

**In-Class Team Assignment #6 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.**

**TEAMS 1 and 2 ORAL PRESENTATION: Market Segmentation**

June 10

**Connect Marketing assignments Week 4A and Chapters 13 & 14 due by noon today**

Download, print and bring to class Chapter 13 & 14 PPT slides posted on Blackboard.

Download, print and bring to class **In-Class Assignment 7**, posted on Blackboard.

Discuss Chapter 13 – Pricing Concepts for Establishing Value
Discuss Chapter 14 – Strategic Pricing Methods

What are the pricing objectives of the brand of your marketing plan? How do you know?

Discuss In-Class Assignment # 8 due June 11.

**In-Class Team Assignment #7 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.**

June 11

**Connect Marketing assignments Chapters 15 & 16 are due by noon today**

Download, print and bring to class Chapter 15 & 16 PPT slides posted on Blackboard.

Download, print and bring to class **In-Class Assignment 8**, posted on Blackboard.

Discuss Chapter 15 – Supply Chain Management
Discuss Chapter 16 – Retailing and Multichannel Marketing

What channels are used by the brand of your marketing plan?

**In-Class Team Assignment #8 due. This is a team assignment, with one paper being submitted from each team. Download document from Blackboard and review for instructions. Contact your teammates to discuss this assignment prior to this date and finalize the assignment in class.**

**TEAM 1 ORAL PRESENTATION: Measures of Success**
DATE  ASSIGNMENT

June 12  **Week 4B and Chapters 17 – 19 Connect assignments are due by noon today**

Download, print and bring to class Chapter 17, 18 & 19 PPT slides posted on Blackboard.

Discuss Chapter 17 – Integrated Marketing Communications
Discuss Chapter 18 – Advertising, Public Relations, and Sales Promotions
Discuss Chapter 19 – Personal Selling and Sales Management

What are the promotional objectives of the brand of your marketing plan? How would you improve them? In what way is the promotional plan for the brand of your marketing plan well integrated? Recommend some improvements for the plan.

Discuss Marketing Plan Paper and Presentation assignments

June 13  Discuss Marketing Plan Paper and Presentation assignments

June 17  Written Marketing Plans Due during class time. Team Presentations 1 – 6.

June 18  Team Presentations 7 – 12. Last Day of Class. Review for Final Exam

June 19  Reading Day

June 20  Final Exam 1:30 – 4:15 pm Chapters 13 – 19, lecture and materials from June 4. See “Final Exam Sample” on Blackboard

*About your instructor* – Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Dr. Harvey has also published over thirty works in journals, proceedings of professional associations, and in books of readings.


Professor Harvey represents the GMU faculty on the Board of Visitors and is Area Chair of Marketing in the School of Management.