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.


For text support, point your browser to [http://highered.mcgraw-hill.com/sites/0077561015/student_view0/](http://highered.mcgraw-hill.com/sites/0077561015/student_view0/)

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consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date.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 are DVDs dead? Why did Netflix crash December 24, 2012?), and communicating value (Why do 800 million users of Face book 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 create 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 and images 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 competitors, 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 market offerings 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/jacquelynsmith/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 (very expensive) price, but it does have a buyback feature to consider. 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 the Connect and Learn Smart online assignments are required for this course. The assignments are located in the Assignments Folder of Blackboard.

To get started today with a free trial, scroll to Point to [http://www.connectstudentsuccess.com/](http://www.connectstudentsuccess.com/) to learn about Connect. Under “Registration” see “Registering with free trial.” 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/, especially  
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 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/

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

THREE EXAMS (worth 500 semester points) - Exam 1 covers chapter 1 – 7, Exam 2 covers chapters 8 – 13 and the Final Exam covers chapters 14 – 20. Each test has 50 questions and is taken in class using ScanTron answer sheets.

FOUR WRITTEN ASSIGNMENTS (worth 100 semester points) – Four team-based written assignments are due throughout the course. Each assignment will address a specific point from the Marketing Plan Template. These assignments are due at class time and each submitted assignment will reflect the efforts of the team. Each paper will be no longer than 1 page, double-spaced. See the Marketing Plan Template for Guidance.

| Written Assignment 1 (Due June 2) | Select brand, summarize Sections 2 and 4 of the Marketing Plan Template |
| Written Assignment 2 (Due June 4) | Summarize Sections 5 and 6 of the Marketing Plan Template |
| Written Assignment 3 (Due June 9) | Summarize Sections 3, 7 and 8 of the Marketing Plan Template |
| Written Assignment 4 (Due June 11) | Summarize Sections 9, 10 and 1 of the Marketing Plan Template |

Written Assignment Evaluation Rubric:

See Marketing Plan Rubric for grading rubric for these assignments.

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 2014” posted in Blackboard for the format of the paper.
Half of your Marketing Plan grade (100 semester points) 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 2014” for guidance and grading rubric.

Also, Written Assignments 1-4 are trial efforts in composing the required Marketing Plan. Incorporating the instructor’s feedback on these assignments 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.

<table>
<thead>
<tr>
<th>KickStarter</th>
<th>Bitcoin</th>
<th>Vibram</th>
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<tbody>
<tr>
<td>Vertu</td>
<td>The Dreaming Tree</td>
<td>Teavana</td>
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<td>Smashburger</td>
<td>jive.com</td>
<td>Lechal Shoe Insoles</td>
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<td>SoundCloud</td>
<td>100 Montaditos</td>
<td>Uber</td>
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<td>Bolt Bus</td>
<td>Waze</td>
<td>Jersey Mike’s SUBS</td>
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<td>Regus Office</td>
<td>Vehix.com</td>
<td>Nerd</td>
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<td>Alibaba</td>
<td>Yandex</td>
<td>Nutzo</td>
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<td>Beats</td>
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<td>Anisa Intl</td>
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<td>FRESHII</td>
<td>Angies List</td>
<td>VW Touareg</td>
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<td>BlackRock</td>
<td>laptopecopsoftware</td>
<td>Crown Verity</td>
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<td>UPS Store</td>
<td>WalMart Fund Transfer</td>
<td>Poetry Foundation.org</td>
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<td>Fark.com</td>
<td>Care.com</td>
<td>Guardian Whole House Generators</td>
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<tr>
<td>Diebold Ballot Box</td>
<td>Colvin Run Mill</td>
<td>Sandy Spring Bank</td>
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<tr>
<td>Intuitive Surgical</td>
<td>Kona Blue Water Farms</td>
<td>Polk I.Sonic</td>
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<td>Gladiator Garage</td>
<td>Choose to Save</td>
<td>US Foodservice</td>
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<td>ETFs</td>
<td>tirerack.com</td>
<td>Tire Van</td>
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<td>Cityyear</td>
<td>Hylton Arts Center</td>
<td>US Postal Service</td>
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<td>myedgepro.com</td>
<td>Dermaroller</td>
<td>eneloop electric bike</td>
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<td>Zips</td>
<td>Helio</td>
<td>Hilton Garden</td>
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<td>Eclipse Aviation</td>
<td>You Walk Away</td>
<td>linkedin</td>
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<tr>
<td>Guapo’s</td>
<td>Moby Dick</td>
<td>Any other business not included in the course</td>
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**CONNECT/LEARNSMART HOMEWORK (100 semester points each)** – Connect/LearnSmart assignments are due by 10 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.

The Connect homework assignments feature video and interactive activities that engage students in the course.

The LearnSmart assignments should take about 15 minutes per chapter and are based on an Adaptive Learning algorithm. This platform learns your level of understand of the course material, adapts to it and provide you feedback on the strengths and weaknesses of your knowledge of the text book.

Students who do well on Connect and LearnSmart average a ten point improvement on tests compared to those who don’t. All Connect and Learn Smart assignments are located in the Assignments Folder of Blackboard. To get started today with a free trial, scroll to Point to [http://www.connectstudentsuccess.com/](http://www.connectstudentsuccess.com/) to learn about Connect. Under “Registration” see “Registering with free trial.” 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>
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</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>Written Assignments</td>
<td>100</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>Connect Assignments</td>
<td>100</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>Learn Smart Assignments</td>
<td>100</td>
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<tr>
<td>TOTAL</td>
<td>1000</td>
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DAILY SCHEDULE OF CLASS ACTIVITIES

DATE | ASSIGNMENT

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 (Summer 2014), and click on the link, “Course Content” to find all content for the course. Review the syllabus for course requirements.


3. 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.”

4. Download, print and bring to class Master Lock 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)

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

May 19 | Discuss an overview of the course, review course requirements and meet your teammates

Discuss how marketing:

Creates value [http://www.youtube.com/watch?v=OdB7GDZY3Pk](http://www.youtube.com/watch?v=OdB7GDZY3Pk)
[https://www.youtube.com/watch?v=rl2unP7R58A&feature=related](https://www.youtube.com/watch?v=rl2unP7R58A&feature=related)
[https://www.youtube.com/watch?v=4sV8v8vtEF](https://www.youtube.com/watch?v=4sV8v8vtEF)

Captures [http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html](http://online.wsj.com/video/apps-for-last-minute-travel-deals/16AB3A0F-BA46-40B7-8953-EFE82F6C5887.html) [click on “skip this ad”]
[https://www.youtube.com/watch?v=rl2unP7R58A&feature=related](https://www.youtube.com/watch?v=rl2unP7R58A&feature=related)

Delivers value [http://www.youtube.com/watch?v=6zXOW6v0c8s](http://www.youtube.com/watch?v=6zXOW6v0c8s)

Communicates value [http://www.youtube.com/watch?v=WG0mmFDKkfw](http://www.youtube.com/watch?v=WG0mmFDKkfw)
DATE       ASSIGNMENT

May 19  Monitor value, e.g., What is the role of customer satisfaction in marketing?  
http://www.theacsi.org/customer-satisfaction-benchmarks/benchmarks-by-brand/benchmarks-for-hotel-chains

Targets Customers https://www.youtube.com/watch?v=4aICIVOI3JU&feature=related

Positions Brands https://www.youtube.com/watch?v=IIq_8MUPz5w&feature=related

Writes a marketing plan - https://www.youtube.com/watch?v=FxbVI1LvjSw&NR=1
Submit Master Lock Marketing Plan Form

May 20  Connect and Learn Smart assignments dated May 20 are due by 10 am today.

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

Discuss Marketing Plan assignment. In-class team meetings.

May 21  Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

May 22  Connect and Learn Smart assignments dated May 22 are due by 10 am today.

Discuss Chapter 3 – Social and Mobile Marketing
Discuss Chapter 4 – Marketing Ethics
Discuss Chapter 5 – Analyzing the Marketing Environment

May 26  Memorial Day – No Class

May 27  Connect and Learn Smart assignments dated May 27 are due by 10 am today.

Discuss Chapter 6 – Consumer Behavior
Discuss Chapter 7 – Business-to-Business Marketing

Prepare for Exam 1

May 28  FIRST HOUR EXAM 50 multiple choice questions from Chapters 1 - 7, lecture, discussion, videos, handouts and cases from May 19 to date.

Exam 1 will be administered 11:30 am – 12:30 pm. Bring a ScanTron sheet.

12:30 – 1:20: Marketing Plan Team Conference. See “Marketing Plan Template MKTG 301 Summer 2014” and “Marketing Plan Grading Rubric MKTG 301 Summer 2014” (Download documents from Blackboard and bring to class).

Conferences with Marketing Plan teams
<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>May 29</td>
<td>Connect and Learn Smart assignments dated May 29 are due by 10 am today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 8 – Global Marketing</td>
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<tr>
<td></td>
<td>Discuss Chapter 9 – Segmentation, Targeting and Positioning</td>
</tr>
<tr>
<td>June 2</td>
<td>Connect and Learn Smart assignments dated May 29 are due by 10 am today.</td>
</tr>
<tr>
<td></td>
<td>Written Assignment 1 Due at Class time</td>
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<td></td>
<td>Discuss Chapter 10 – Marketing Research and Information Systems</td>
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<td></td>
<td>Discuss Written Assignment 1</td>
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<tr>
<td>June 3</td>
<td>Connect and Learn Smart assignments dated June 3 are due by 10 am today.</td>
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<tr>
<td></td>
<td>Discuss Chapter 11 – Product, Branding, and Packaging Decisions</td>
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<tr>
<td></td>
<td>Discuss Chapter 12 – Developing New Products</td>
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<tr>
<td>June 4</td>
<td>Connect and Learn Smart assignments dated June 4 are due by 10 am today.</td>
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<tr>
<td></td>
<td>Written Assignment 2 Due at Class time</td>
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<tr>
<td></td>
<td>Discuss Chapter 13 – Services: The Intangible Product</td>
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<tr>
<td></td>
<td>Discuss Written Assignment 2</td>
</tr>
<tr>
<td></td>
<td>Prepare for Exam 2</td>
</tr>
<tr>
<td>June 5</td>
<td><strong>SECOND HOUR EXAM</strong> 50 multiple choice Chapters from 8 - 13, lecture, discussion, videos, handouts and cases from May 29 to date.</td>
</tr>
<tr>
<td></td>
<td>Exam 2 will be administered 11:30 am – 12:30 pm. Bring a ScanTron sheet.</td>
</tr>
<tr>
<td></td>
<td>12:30 – 1:20: Marketing Plan Team Conference. See “Marketing Plan Template MKTG 301 Summer 2014” and “Marketing Plan Grading Rubric MKTG 301 Summer 2014” (Download documents from Blackboard and bring to class).</td>
</tr>
<tr>
<td></td>
<td>Conferences with Marketing Plan teams</td>
</tr>
<tr>
<td>June 9</td>
<td>Connect and Learn Smart assignments dated June 9 are due by 10 am today.</td>
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<tr>
<td></td>
<td>Written Assignment 3 Due at Class time</td>
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<tr>
<td></td>
<td>Discuss Chapter 14 – Pricing Concepts for Establishing Value</td>
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<td></td>
<td>Discuss Chapter 15 – Strategic Pricing Methods</td>
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<tr>
<td></td>
<td>What are the pricing objectives of the brand of your marketing plan? How do you know?</td>
</tr>
<tr>
<td></td>
<td>Discuss Written Assignment 3</td>
</tr>
</tbody>
</table>
DATE | ASSIGNMENT
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June 10 | *Connect and Learn Smart* assignments dated June 10 are due by 10 am today.  
Discuss Chapter 16 – Supply Chain Management  
Discuss Chapter 17 – Retailing and Multichannel Marketing

June 11 | *Connect and Learn Smart* assignments dated June 11 are due by 10 am today.  
Written Assignment 4 Due at Class time  
Discuss Chapter 18 – Integrated Marketing Communications  
Discuss Chapter 19 – Advertising, Public Relations, and Sales Promotions  
Discuss Chapter 20 – Personal Selling and Sales Management  
Discuss Written Assignment 4

June 12 | Discuss Marketing Plan Paper and Presentation assignments

June 16 | Written Marketing Plans Due during class time  
Team Presentations 1 – 4

June 17 | Team Presentations 5 – 8

June 18 | Team Presentations 9 – 12

June 19 | Team Presentations 13 – 16

June 23 | Review for Final Exam

June 24 | Last Day of Class. Review for Final Exam

June 25 | Reading Day

June 26 | Final Exam 1:30 – 3:35 pm  
Chapters 13 – 19, lecture and materials from June 9

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 and 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 Associate Dean, Students in the School of Management.