Principles of Marketing - MKTG 301 A01 – Art & Design 2003 -12:30 – 2:45 pm M - Th

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.

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consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date.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 cards?), 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 Harley Davidson riders 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 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 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 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

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.
Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. To activate your Connect account, launch the course Blackboard site. Next click on the “Content” folder and click on the Connect assignment “Chapter 1.”

At that point you will be prompted to activate your Connect account, purchase online or request a Courtesy (temporary – free) account. One of the options provided by the site is to purchase a combination loose leaf (paper)/eBook (digital)/Connect account that are priced quite favorably. This transaction will require the use of a credit card.

Other options include purchasing a new, hard back version in the GMU bookstore that includes Connect+ and eBook version in one (very expensive) price. Other format options include a separate loose-leaf version, eBook platform, international versions, previous editions (< 4e), renting a book and purchasing Connect separately. For another approach to get started with Connect point to http://www.connectstudentsuccess.com/ to learn about Connect.

Each option 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 Content folder of Blackboard.

If required, here is the link to the course Connect website:


When registering for Connect+ USE ONLY YOUR GMU EMAIL ADDRESS and you will likely need to update your Flash software to navigate Connect assignments.

NOTE CAREFULLY
WHEN REGISTERING, ACTIVATING, CONDUCTING AND SUBMITTING CONNECT HOMEWORK
YOU MUST ENTER AND EXIT THROUGH BLACKBOARD. NOTE THE YELLOW “RETURN TO BLACKBOARD” TAG ON THE LEFT SIDE OF ALL CONNECT HOMEWORK PAGES.

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.

**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/the-mason-honor-code-2/](http://oai.gmu.edu/the-mason-honor-code-2/)

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 – 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 a total of 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 May 26). Sections 2 and 3 of the Marketing Plan Template |
| Written Assignment 2 (Due June 1). Sections 4 and 5 of the Marketing Plan Template |
| Written Assignment 3 (Due June 8). Sections 6 and 7 of the Marketing Plan Template |
| Written Assignment 4 (Due June 11). Sections 1, 8 - 10 and 1 of the Marketing Plan Template |
**Written Assignment Evaluation Rubric:**

See the Excel file “Marketing Plan Grading Rubric Summer 2015” 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. See the Word document, “Marketing Plan Template MKTG 301 Summer 2015” posted in Blackboard for the required structure of the paper. See the Excel file, “Marketing Plan Grading Rubric Summer 2015” for grading rubric for these assignments.

25% of your Marketing Plan grade (50 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 the Excel file “Marketing Plan Grading Rubric Summer 2015” for grading rubric for these assignments.

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.

**Here is a checklist for selecting a brand for your marketing plan:**

1. Does the brand represent something that interests you and your teammates?
2. Does the brand represent something that will advance your professional interests?
3. Will you be able to obtain existing sources of information about the brand?
   a) Industry data, such as age, size, growth, competitors and regulatory oversight.
   b) Brand data, such as sales, market share, and growth, using sources such as Yahoo Finance 10K, Hoovers and Lexus-Nexus (all available online through GMU Library).
   c) Customer data, such as reasons they select the brand, reasons they reject the brand, customer satisfaction for the brand, and frequency of purchase, using sources that capture the voice of the customer, such as Yelp, Consumer Reports, Google, Bing and similar customer evaluation sources.
   d) Experience data, such as trying or using the brand, interviewing managers and staff of the brand.
4. Your brand should be one that is publicly traded, employ less than 1,000 personnel, and be in D.C, Northern Virginia, and Maryland. If the firm has both domestic and international divisions you should focus on domestic only.

**CONNECT/LEARNSMART HOMEWORK (100 semester points)** – 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.

**DAILY QUIZZES AND PRESENTATIONS (100 semester points)** – Each day of class there will be a quiz or team report out that will be graded. Classroom absence will conform to GMU policy for missed work.
**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>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>166</td>
<td>960+</td>
<td>A+</td>
<td>800 – 829</td>
</tr>
<tr>
<td>Second Exam</td>
<td>167</td>
<td>940 - 959</td>
<td>A</td>
<td>800 – 829</td>
</tr>
<tr>
<td>Final Exam</td>
<td>167</td>
<td>900 - 939</td>
<td>A</td>
<td>770 – 799</td>
</tr>
<tr>
<td>Team Marketing Plan</td>
<td>200</td>
<td>870 - 899</td>
<td>B+</td>
<td>700 – 769</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>100</td>
<td>830 - 869</td>
<td>B</td>
<td>600 – 699</td>
</tr>
<tr>
<td>Connect Assignments</td>
<td>50</td>
<td>&lt; 600</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Learn Smart Assignments</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Quizzes and Presentations</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DAILY SCHEDULE OF CLASS ACTIVITIES**

<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 18</td>
<td>Discuss an overview of the course, review course requirements and meet your teammates</td>
</tr>
</tbody>
</table>

Discuss how marketing:

**Creates value**

http://www.youtube.com/watch?v=OdB7GDZY3PkJ
https://www.youtube.com/watch?v=rl2unP7R58A&feature=related
https://www.youtube.com/watch?v=4sV8v8fvtFE
http://www.thefuntheory.com/piano-staircase

Captures

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

**Delivers value**

http://www.youtube.com/watch?v=6zXOW6v0c8s

**Communicates value**

https://www.youtube.com/watch?v=jSOcMXQZ5Go

**Monitors value**, e.g., What is the role of customer satisfaction in marketing?

http://www.theacsi.org/industries
http://www.theacsi.org/customer-satisfaction-benchmarks/benchmarks-by-brand/benchmarks-for-hotel-chains

**Targets Customers**


**Positions Brands**

https://www.youtube.com/watch?v=llq_8MUPz5w&feature=related

**Writes a marketing plan** - https://www.youtube.com/watch?v=FxbV1IlvSw&NR=1

Submit Master Lock Marketing Plan Form

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

Discuss Marketing Plan assignment. In-class team meetings.
<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 19</td>
<td><em>Connect and Learn Smart</em> assignments Chapters 1, 2 and Week 1A due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 3 – Social and Mobile Marketing</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 4 – Marketing Ethics</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 5 – Analyzing the Marketing Environment</td>
</tr>
<tr>
<td>May 20</td>
<td><em>Connect and Learn Smart</em> assignments Chapters 3, 4, 5 and Week 1B due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 6 – Consumer Behavior</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 7 – Business-to-Business Marketing</td>
</tr>
<tr>
<td>May 25</td>
<td>Memorial Day – No Class</td>
</tr>
<tr>
<td>May 26</td>
<td><em>Connect and Learn Smart</em> assignments Chapters 6, 7, Week 2A due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Online class with teams preparing Written Assignment 1</td>
</tr>
<tr>
<td>May 27</td>
<td>Written Assignment 1 Due at Class time</td>
</tr>
<tr>
<td></td>
<td>Review Chapters 1 – 7 and Prepare for Exam 1</td>
</tr>
<tr>
<td></td>
<td>1:45 – 2:45: 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</td>
</tr>
<tr>
<td>May 28</td>
<td><em>Connect and Learn Smart</em> assignments Chapters 8, 9, and Week 2B due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td><strong>FIRST HOUR EXAM</strong> 50 multiple choice questions from Chapters 1 - 7, lecture, discussion, videos, handouts and cases from May 19 to date.</td>
</tr>
<tr>
<td></td>
<td>Exam 1 will be administered 12:30 – 1:30 pm. Bring a ScanTron sheet.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 8 – Global Marketing</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 9 – Segmentation, Targeting and Positioning</td>
</tr>
<tr>
<td>June 1</td>
<td><em>Connect and LearnSmart</em> assignment Chapter 10 and Week 3A due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 10 – Marketing Research and Information Systems</td>
</tr>
<tr>
<td></td>
<td>Written Assignment 2 Due at Class time</td>
</tr>
<tr>
<td>June 2</td>
<td><em>Connect and Learn Smart</em> assignments Chapters 11, 12, and Week 3B due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 11 – Product, Branding, and Packaging Decisions</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 12 – Developing New Products</td>
</tr>
<tr>
<td>June 3</td>
<td><em>Connect and Learn Smart</em> assignments Chapter 13 and Week 3C due by 12:30 pm today.</td>
</tr>
<tr>
<td></td>
<td>Discuss Chapter 13 – Services: The Intangible Product</td>
</tr>
<tr>
<td></td>
<td>Prepare for Exam 2</td>
</tr>
</tbody>
</table>
DATE   ASSIGNMENT

June 4  **SECOND HOUR EXAM** 50 multiple choice Chapters from 8 - 13, lecture, discussion, videos, handouts and cases from May 27 to date.

Exam 2 will be administered 12:30 – 1:30 pm. Bring a ScanTron sheet.

1:45 – 2:45: 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 and Written Assignment 3

June 8  **Connect and Learn Smart assignments Chapter 14, 15 and Week 4A due 12:30 pm today.**

Discuss Chapter 14 – Pricing Concepts for Establishing Value
Discuss Chapter 15 – Strategic Pricing Methods

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

Written Assignment 3 Due at Class time

June 9  **Connect and Learn Smart assignments Chapter 16, 17 and Week 4B due 12:30 pm today.**

Discuss Chapter 16 – Supply Chain Management
Discuss Chapter 17 – Retailing and Multichannel Marketing

June 10  **Connect and Learn Smart assignments Chapter 18 - 20 and Week 4C due 12:30 pm today.**

Discuss Chapter 18 – Integrated Marketing Communications
Discuss Chapter 19 – Advertising, Public Relations, and Sales Promotions
Discuss Chapter 20 – Personal Selling and Sales Management

June 11  Review Chapters 14 – 20
Discuss Marketing Plan Paper and Presentation assignments
Conferences with Marketing Plan teams

Written Assignment 4 Due at Class time

June 15  Team Presentations 1 – 6

June 16  Team Presentations 5 – 12

June 17  Review for Final Exam

June 18  Final Exam 1:30 – 4:15 pm Chapters 14 – 20, lecture and materials from June 4

**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 published over thirty works in journals, proceedings of professional associations, and in books of readings. Dr. Harvey 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’s most recent work is “Influence of Awareness and Training on Cyber Security,” *Journal of Internet Commerce*, 9 (1), 23-41, 2011, co-authored with Professor McCrohan. Professor Harvey has served as Faculty Representative to the GMU Foundation, Board of Visitors, Area Head and Associate Dean of the School.