MSOM 303: Marketing in the Global Economy

SYLLABUS
Summer 2015, A-Term

COURSE SECTION: Section A01
MEETING TIME: MWF, 3:45 – 6:45pm
LOCATION: Merten Hall 1200
FINAL EXAM: Friday June 19th 2015; 3:45-5:15pm

COURSE DESCRIPTION: Marketing in the Global Economy examines marketing principles, concepts, strategies, tactics, and analytical tools used by profit and nonprofit organizations to market ideas, products, and/or services to selected target groups. This course emphasizes how to plan, promote, distribute, and price the firm’s offering in a dynamic economic, social, political, and international environment.

COURSE INSTRUCTOR: Dr. Chris Joiner

CONTACT INFORMATION:
OFFICE: Enterprise Hall, Room 132
OFFICE HOURS: By appointment.
** Please email to schedule an appointment **
TELEPHONE: 703-993-4235
EMAIL: cjoiner@gmu.edu

COURSE MATERIALS:

**This is a soft-cover/paperback book. **

ARTICLES: Popular press articles (e.g., Wall Street Journal, BusinessWeek, etc.) for each topic will be posted on the course website by noon the day before the scheduled class.

COURSE WEBSITE: GMU’s Blackboard site will be used. This can be accessed via mymasonportal.gmu.edu. If you are properly registered for this class you should be able to click on the “courses” tab and find a listing for this class.
COURSE OBJECTIVES:

The objectives of this course are to:

- Introduce students to the terminology, functions, and philosophy of marketing spanning a variety of consumer and business contexts
- Examine the marketing practices of real-world organizations.
- Develop marketing application skills through the step-by-step development of a marketing plan

By achieving these objectives, this course will address each of the following Learning Goals of the School of Management:

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

COURSE POLICIES:

ATTENDANCE:

Attendance is expected. If you are absent, it is your responsibility to find out from a classmate what you missed (both course material and announcements). You are responsible for everything covered in class on any days you may have missed. *It is very important that you both come to class and keep up with the assigned readings in order to perform well on the tests.*

COMPUTER POLICY:

A computer may be used in order to assist with class related activities (e.g., note-taking). All other computer related activities should be kept to a minimum (e.g., Facebook).

CELL PHONE POLICY

Cell phones should not be used during class. Cell phones should be set to silent/vibrate or turned off for the duration of class. No cell phones may be out during exams.
ANNOUNCEMENTS AND UPDATES:
It is your responsibility to check Blackboard regularly for the addition of any supplemental course materials. I may have to announce changes to the course if necessary and these will be posted on Blackboard. You will be responsible for knowledge about these changes by attending class and checking Blackboard.

E-MAIL CORRESPONDENCE:
Outside of the designated class time, e-mail is the easiest and quickest method to contact me. Consistent with federal privacy laws, I cannot respond to non-GMU e-mails with confidential information.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through the ODS. Also, please let me know as soon as possible so that I will be able to be considerate of your needs.

HONOR CODE:
Academic honesty is important to maintaining the integrity of our university, which helps to ensure that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.
GRADING:
You may earn up to 1000 points during the class. Your grade will be determined by the total points that you earn. Each of the graded components of this course will be evaluated based upon their possible point values. The graded components in the class will have the following point values:

EXAMS:
- Exam 1: 375
- Exam 2: 375

HOMEWORK ASSIGNMENTS:
- HW #1: 25
- HW #2: 75
- HW #3: 50
- HW #4: 75

CLASS PARTICIPATION: 25

TOTAL POINTS: 1000

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>A</td>
<td>940 – 1000</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
</tr>
<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 – 799</td>
</tr>
<tr>
<td>C</td>
<td>700 – 769</td>
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<tr>
<td>D:</td>
<td>600 – 699</td>
</tr>
<tr>
<td>F</td>
<td>0 – 599</td>
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GRADED COMPONENTS:

EXAMS:
There will be two exams given during the session. Each exam will cover all material related to the assigned textbook chapters up to the point of the exam (i.e., lectures, class discussions, supplemental articles, multi-media shown, handouts, etc). Exams will consist of mostly multiple-choice and true/false questions. Students must provide their own Scantrons.

Exams will be closed book and closed notes. Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code.
Make-up exams, consistent with University policy, will only be given in the case of documented absences due to personal illness or family emergencies. Out of fairness to all students in the class, documentation must be provided before a make-up exam will be given. Any make-up exam will cover the same material as the originally scheduled exam; however, the questions and format of the make-up exam will differ. The make-up exam will likely consist of detailed essay questions.

**DISCUSSION ARTICLES:**
Articles relating to each of our lecture topics will be discussed in class throughout the session. These articles will be posted on the course website (Blackboard) before the scheduled class. To motivate thoughtful class discussions, students are expected to read each of the articles prior to class. Key points from the articles and class discussion will serve as questions on the exams.

**HOMEWORK ASSIGNMENTS – STEPS IN A MARKETING PLAN:**
There will be four homework assignments throughout the session. Each homework assignment will relate to one of the five steps involved in the creation of a marketing plan and will be due after the corresponding lectures are completed.

*Homework must be handed in at the start of the class period for which it is due.* No other form (e-mail; fax) will be accepted. Late submissions will be penalized at a rate of 10% per day.

Homework assignments may be completed either individually or as a team (a maximum of 3). If completed in a team, each student will receive the exact same grade as their team members.

**CLASS PARTICIPATION:**
Students are expected to attend class, have read the assigned chapters and discussion articles in the text and to complete any relevant assignments before coming to class. I will evaluate your participation in discussions and exercises, as well as the quality of your questions, comments, etc. and this will make up part of your final grade.

- You are encouraged to keep current with marketing related issues by reading newspapers, business magazines, books, and online news sources. The Wall Street Journal, AdvertisingAge, Fortune and BusinessWeek are all highly recommended.
**TENTATIVE SCHEDULE**

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignment</th>
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</thead>
</table>
| Class 1 | Mon 5/18 | Course Overview  
Marketing Overview  
Ethics | Syllabus  
Chapter 1  
Chapter 4 |            |
| Class 2 | Wed. 5/20 | Marketing Strategy  
Marketing Environment | Chapter 2  
Chapter 5  
Articles |            |
| Class 3 | Wed. 5/27 | Consumer Behavior  
Business-to-Business | Chapter 6  
Chapter 7  
Articles | HW #1 due |
| Class 4 | Fri. 5/29 | Segmentation, Targeting, and Positioning | Chapter 9  
Articles |            |
| Class 5 | Mon. 6/1 | Branding & Product Decisions | Chapter 11  
Articles | HW #2 due |
| Class 6 | Wed. 6/3 | New Product Development Services | Chapter 12  
Chapter 13  
Articles |            |
| Class 7 | Fri. 6/5 | Exam #1                                    |                           |            |
| Class 8 | Mon. 6/8 | Price                              | Chapter 14  
Articles | HW #3 due |
| Class 9 | Wed. 6/10 | Integrated Marketing Communications | Chapter 17  
Articles |            |
| Class 10 | Fri. 6/12 | Supply Chain Management  
Retailing | Chapter 15  
Chapter 16  
Articles |            |
| Class 11 | Mon. 6/15 | Marketing Communications  
Personal Selling | Chapter 18  
Chapter 19  
Articles |            |
| Class 12 | Wed. 6/17 | Social & Mobile Marketing  
Marketing Research | Chapter 3  
Chapter 10  
Articles | HW#4 due |
| Class 13 | Fri. 6/19 | Exam #2 (3:45-5:00) |                           |            |

** While I will make every effort to hold to this schedule, changes may be made if necessary.