Principles of Marketing - MKTG 301/303 A01 – Music Theatre 1005 -1:30 – 3:35 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.

Text: Marketing, 5/e, Grewal & Levy.
For text support, point your browser to

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consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 25 years out of date.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 #4, and #5 for 2015 http://www.forbes.com/2009/01/09/college-grads-jobs-leadership-careers-cx_tw_0109.jobs_slide_11.html

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.
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 LearnSmart and Blackboard.

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. Connect+ gives you Connect and the e-book so no hardbound book is required if you like using e-books. As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too. Connect and Connect+ can also be purchased on line by pointing to http://connect.customer.mheducation.com/student-start/. Click on the STUDENTS tab and begin by clicking on GET STARTED. You will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY. At http://www.connectstudentsuccess.com/ you can navigate through FAQs and receive support.

NOTE CAREFULLY

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

Course Objectives and School of Business Learning Goals

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

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 Business 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/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.

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 – 8, Exam 2 covers chapters 9 – 17 and the Final Exam covers chapters 1 – 20. Exams 1 & 2 have 50 multiple choice questions and the final exam has 100 questions. All tests are taken in class using ScanTron answer sheets.

THREE WRITTEN MARKETING PLAN ASSIGNMENTS AND ONE PRESENTATION (worth a total of 100 semester points – 25 points each) Four team-based marketing plan assignments are due throughout the course. Each assignment will address a specific section of the Marketing Plan Template. These assignments represent drafts of the final marketing plan submitted for feedback. Each section is due according to the schedule listed below. Grades for each assignment are TEAM grades that will be adjusted according to peer evaluation conducted during the final exam. Each paper will be no longer than 2 pages, single-spaced. See the Marketing Plan Template for Guidance.

<table>
<thead>
<tr>
<th>Team Written Assignment 1 (Due May 23)</th>
<th>Section 2 of the Marketing Plan Template</th>
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<tbody>
<tr>
<td>Team Written Assignment 2 (Due May 26)</td>
<td>Sections 3 and 4 of the Marketing Plan Template</td>
</tr>
<tr>
<td>Team Written Assignment 3 (Due June 6)</td>
<td>Sections 5 and 6 of the Marketing Plan Template</td>
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<tr>
<td>Team Presentation of the marketing plan (Due June 13)</td>
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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. See the Word document, “Marketing Plan Template MKTG 301 Summer 2016” posted in Blackboard for the required structure of the paper.

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).
LEARNSMART HOMEWORK (50 semester points) – LearnSmart assignments are due by 1:30 pm on the day they are assigned. However, you can access these assignments as of today.

QUIZZES AND IN-CLASS ASSIGNMENTS (50 semester points) – Each day of class there will be a quiz or email homework assignment 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>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>150</td>
<td>960+</td>
<td>A +</td>
</tr>
<tr>
<td>Second Exam</td>
<td>150</td>
<td>940 - 959</td>
<td>A</td>
</tr>
<tr>
<td>Final Exam</td>
<td>300</td>
<td>900 - 939</td>
<td>A -</td>
</tr>
<tr>
<td>LearnSmart</td>
<td>50</td>
<td>870 - 899</td>
<td>B +</td>
</tr>
<tr>
<td>In class quizzes and in-class assignments</td>
<td>50</td>
<td>830 - 869</td>
<td>B</td>
</tr>
<tr>
<td>Marketing Plan Section 2</td>
<td>25</td>
<td>&lt; 600</td>
<td>F</td>
</tr>
<tr>
<td>Marketing Plan Sections 3 &amp; 4</td>
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<td>Marketing Plan Section 6</td>
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<tr>
<td>Final Marketing Plan</td>
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<tr>
<td>TOTAL</td>
<td>1000</td>
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DAILY SCHEDULE OF CLASS ACTIVITIES

DATE    ASSIGNMENT

May 16  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=4sV8v8ftFE](https://www.youtube.com/watch?v=4sV8v8ftFE)

Captures value [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 [https://www.youtube.com/watch?v=jSOcMXQZ5Go](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/industries)
hotel-chains

Targets Customers

Positions Brands https://www.youtube.com/watch?v=lIq_8MUPz5w&feature=related
Writes a marketing plan - Sample Marketing Plan in class based on
http://www.youtube.com/watch?v=FxbV1lyjSw&feature=related

DATE ASSIGNMENT

Submit Team Master Lock Marketing Plan Form

Introduction to class requirements and LearnSmart, Matt Ware McGraw-Hill Education Rep.

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

Discuss Marketing Plan assignment. In-class team meetings and brand selection.

May 17 Learn Smart assignments Chapters 1 and 2 due by 1:30 pm today.

GMU Database Tutorial by Jo Ann Henson, Business Reference Librarian

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

Key West Key Lime Pie Co. https://www.youtube.com/watch?v=c59pZOalbqc

Submit Team KWKLPCo Marketing Plan Form

Marketing Plan Team Conference. See “Marketing Plan Template Summer 2016” and “Starting to Write Your Marketing Plan (see Blackboard files). Conferences with Marketing Plan teams

May 18 Learn Smart assignments Chapters 3, 4, and 5 due by 1:30 pm today.

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

Submit Team Adidas Marketing Plan Form

May 19 Learn Smart assignments Chapters 6, 7 and 8 due by 1:30 pm today.

First week wrap-up and prepare for Written Assignment 1

Submit Team Dunkin’ Donuts Promise Marketing Plan Form

May 23 Written Assignment 1 Due at Class time
Review Chapters 1 – 8 and Prepare for Exam 1
Prepare for Written Assignment 2 Due Thursday May 26

Take Quiz 1 on Chapters 1 - 8
May 24

*Learn Smart* assignments Chapters 9 due by 1:30 pm today.

**FIRST HOUR EXAM** 50 multiple choice questions from Chapters 1 - 8, lecture, discussion, videos, handouts and cases from May 16 to date.

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

Discuss Chapter 9 – Segmentation, Targeting and Positioning

**Submit Team Thermos Marketing Plan Form**

**DATE**

**ASSIGNMENT**

May 25

*LearnSmart* assignment Chapters 10, 11 and 12 due by 1:30 pm today.

Discuss Chapter 10 – Marketing Research and Information Systems

Discuss Chapter 11 – Product, Branding, and Packaging Decisions

Discuss Chapter 12 – Developing New Products

**Submit Team Red Mango New Product Development Marketing Plan Form**

May 26

**Written Assignment 2 Due at Class time**

**Submit Team Dunkin’ Donuts Research Marketing Plan Form**

May 30

Memorial Day – No class

May 31

*Learn Smart* assignment Chapter 13 due 1:30 pm today.

Discuss Chapter 13 – Services: The Intangible Product

Prepare for Written Assignment 3

**Quiz 2 Chapters 9 – 13**

June 1

*Learn Smart* assignments Chapter 14 and 15 due 1:30 pm today.

Discuss Chapter 14 – Pricing Concepts for Establishing Value

Discuss Chapter 15 – Strategic Pricing Methods

**Submit Team Taco Bell Pricing for Value Marketing Plan Form**

June 6

*Learn Smart* assignments Chapter 16 and 17 due 1:30 pm today.

Discuss Chapter 16 – Supply Chain Management

Discuss Chapter 17 – Retailing and Multichannel Marketing

**Written Assignment 3 Due at Class time**

**Quiz 3 on Chapters 14 – 17**

June 7

**SECOND HOUR EXAM** 50 multiple choice Chapters from 9 - 17, lecture, discussion, videos, handouts and cases from May 24 to date.

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

**Submit Team Nordstrom Rack Marketing Plan Form**
June 8  

*Learn Smart* assignments Chapter 18 - 20 due 1:30 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

Submit Team Ford Marketing Plan Form

**DATE**  
**ASSIGNMENT**

June 9  
Review Chapters 1 – 20
Discuss Marketing Plan Paper and Presentation assignments
Conferences with Marketing Plan teams

**Quiz 4 on Chapters 18 – 20**

June 13  
Team Presentations 1 – 6
Final Marketing Plan papers due before 1:30 pm via email Word attachment

June 14  
Team Presentations 7 – 12

June 15  
Review for Final Exam

June 16  
Final Exam 1:30 – 4:15 pm Chapters 1 – 20.

*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. Professor Harvey has served as Faculty Representative to the GMU Foundation, Board of Visitors, Area Head and Associate Dean of the School.

Harvey’s technology-based teaching initiatives include hybrid distance education, multi-point distance education using electronic whiteboard technology and web-based initiative with the School of Management and the University of Katmandu, Nepal. His efforts have been supported and recognized by Xerox Corporation, SPSS, Inc., and George Mason University.


His most recent publication (co-authored) is “A Case Study of Importance/Performance Analysis in Assurance of Learning”, *EDULEARN16*, Barcelona Spain (2016).