Course Objective: This course is designed to give you a broad understanding of how marketers develop and implement marketing strategies and programs to meet with the needs of their customers, while achieving their business objectives. The focus will be on understanding the basic concepts and application of the concepts in the form of case analysis, discussion of real-world examples, and development and presentation of marketing solutions. The major objective of this course is to provide you with a solid foundation for applying the concepts and theories of marketing. In this framework, the course explores key issues such as value of products, customers and brands, methods to analyze customers and competitors, customer segmentation, product positioning and the role of new technology. The course will also highlight special topics in marketing such as Customer Lifetime Value which will be woven into the course in the form of cases and several industry examples. By the end of this course you will (i) become acquainted with the role of marketing in society, (ii) understand the role of marketing in the business firm, and (iii) develop an ability to make and understand basic marketing strategy decisions.


Complete Course Details: [http://mymason.gmu.edu](http://mymason.gmu.edu) (click Syllabus)

Course Policies:
1. You are expected to attend each class session and read the assigned cases/readings etc. Your priority should be to attend and participate in each of the class sessions. Class participation and discussions are a key component of this course. If you're not willing to make the investment of your time, preparation, and class participation, this may not be the right class for your schedule.

2. Please note that faxed or emailed copies of assignment(s)/projects are not accepted. If for ANY reason, a group is unable to turn in the report prior to the end of the class period on the deadline, the 5-point penalty will be automatically accounted. There is no makeup schedule for any assignments/projects etc.

3. This class requires an extensive group-effort. At the end of the course, a peer evaluation will be conducted to determine if the individual members have made equitable contributions to group efforts through a peer evaluation form. An individual who contributes less than equal share than her/his peers in her/his group will be penalized with grades lower than that of her/his group, consistent with the extent of contribution. In the evaluations forms, I shall also look for evidence of individuals who contributed beyond expectations.

4. You are expected to follow all applicable University, College, and Departmental policies and regulations. Specifically, as a GMU student you are required to adhere to the University Honor Code which states that: "Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work." Academic dishonesty will not be tolerated.

5. The syllabus and the attached schedule are tentative and subject to change. Changes and/or additions will be announced in class, via Blackboard and/or over the email and students are responsible for their own receipt of the announcements.

6. I am committed to continuous improvement in the quality of teaching and learning. You are invited to speak to me freely at any time about any aspect of the course. We will conduct a mid-term evaluation of the course. You may indicate the merits and demerits of the course and your suggestions for improvements. Your feedback will help me gauge how the course is progressing and make it a worthwhile learning experience for you.

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Please be sure to read the complete course details/syllabus on Blackboard. You may be tested on the syllabus content in the exam!
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Deliverable</th>
<th>Readings</th>
<th>Case Discussion</th>
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</table>
| Jan. 24th | **Course Introduction**  
Marketing Management Overview                                                  |                                    | **TB: CH.01**  
**SR: "What is Marketing?"**                                        |                                      |
|           | **Jan 31st**  
Basic Marketing Mathematics – Review, Examples and Exercises                  |                                    |                                                                          |                                      |
| Feb 7th   | **Customer Value, Satisfaction and Relationships**                         | **Due: Group Profile & Case Choice** | **TB: CH.09**  
**SR: "Customer Profitability and Lifetime Value"**                   |                                      |
| Feb 14th  | **Consumer and Business Buyer Behavior**  
- Consumer Markets  
- Organizational / Business Markets                                          |                                    |                                                                          | **Case: Rosewood Hotels and Customer Lifetime Value. (Customer Value)** |
| Feb 21st  | **Review & Recap**  
**Segmentation & Positioning**  
- Identifying Market Segments  
- Selecting Target Markets                                                  |                                    | **TB: CH.03**  
**SR: How to Segment Industrial Markets?**                             |                                      |
| Feb 28th  | **Segmentation & Positioning (contd...)**                                  |                                    |                                                                          | **Case: The Fashion Channel**        |
| Mar 6th   | **Products & Services**  
- New Product Development                                                      |                                    | **TB: CH.04**  
**SR: "Develop Customers before Products"**                           | **Case: The Fashion Channel**        |
| Mar 13th  | *** Spring Break ***                                                      |                                    |                                                                          |                                      |
| Mar 20th  | **Mid-Term Test – In Class**                                              |                                    |                                                                          | **Case: Aqualisa Quartz (New Product Development)**                       |
| Mar 27th  | **Products & Services (contd...)**  
- Branding, Brand Equity & Extension Strategies  
- Services, Service Quality-Gap Model.                                     |                                    | **TB: CH.04**  
| Apr 3rd   | **Pricing Strategies**  
- Pricing Boundaries, Choosing the Prices, Pricing Strategies, Price Completions |                                    | **TB: CH.07**  
**SR: "How do you know the Price is Right?"**                         | **Case: Mountain Man Brewing (Branding)**                                 |
| Apr 10th  | Guest Speaker / Special Topic /Overflows                                   |                                    |                                                                          | **Case: Optical Distortion, Inc. (A) (Pricing)**                          |
| Apr 17th  | **Marketing Communication (IMC):**  
- Advertising, Personal Selling, Sales Promotions, Public Relations, Direct Marketing. |                                    | **TB: CH.06 & CH.08**  
**SR: "Integrated Marketing Communications"**                         | **Case: Culinary Cookware (Promotions)**                                  |
| Apr 24th  | **Distribution Channels:**  
- Marketing Channels, Channel Functions.  
- Channel Management & Dynamics                                              |                                    |                                                                          | **Case: Natureview Farms (Distribution Channels)**                        |
| May 1st   | Review / Recap / Overflows                                                 |                                    |                                                                          |                                      |
| May 8th   | **Final Exam – Due – 10pm (Take Home, Upload Online)**                    |                                    |                                                                          |                                      |