Class Sessions: FAIRFAX CAMPUS (INNOVATION 206) (M: 7:20 – 10:00 pm)

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 of 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 have (i) become acquainted with the role of marketing in society, (ii) developed an understanding of the role of marketing in the business firm, and (iii) developed an ability to make and understand basic marketing strategy decisions.


Complete Course Details1: http://courses.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.
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.

1 Please be sure to read the complete course details/syllabus on Blackboard. You may be tested on the syllabus content in the exam!

GRADING STRUCTURE

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<tbody>
<tr>
<td>Individual Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Mid-Term Test – In Class (Individual)</td>
<td>200</td>
</tr>
<tr>
<td>Term Project Report (Group Work)</td>
<td>150</td>
</tr>
<tr>
<td>Case Report + Presentation (Group)</td>
<td>200</td>
</tr>
<tr>
<td>Participation (Individual)</td>
<td>150</td>
</tr>
<tr>
<td>Final Exam – Take Home (Individual)</td>
<td>200</td>
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<td><strong>TOTAL</strong></td>
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<td>Date</td>
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<tr>
<td>Jan. 15th</td>
<td><strong>Course Introduction</strong>&lt;br&gt;Marketing Management Overview</td>
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<td>Feb 1st</td>
<td><strong>Basic Marketing Mathematics – Review, Examples and Exercises</strong></td>
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<td>Feb 8th</td>
<td><strong>Customer Value, Satisfaction and Relationships</strong></td>
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<td>Feb 15th</td>
<td><strong>Consumer and Business Buyer Behavior</strong>&lt;br&gt;- Consumer Markets&lt;br&gt;- Organizational /Business Markets</td>
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| Feb 22nd   | **Segmentation & Positioning**<br>- Identifying Market Segments<br>- Selecting Target Markets | TB: CH.03<br>S: "How to Segment Industrial Markets?" | Case: Rosewood Hotels and Customer Lifetime Value. (Customer Value)
| Mar 1st    | Review & Recap                                                           |                                  | Case: GOME: The "TUANGOU" Challenge (Buyer Behavior) |
| Mar 8th    | **Mid-Term Test – In Class**                                             |                                  |                                                |
| Mar 15th   | *** Spring Break ***                                                      |                                  |                                                |
| Mar 22nd   | **Products & Services**<br>- New Product Development                     | TB: CH.04<br>S: "Develop Customers before Products" | Case: The Fashion Channel (Segmentation) |
| Apr 5th    | **Pricing Strategies**<br>- Pricing Boundaries, Choosing the Prices, Pricing Strategies, Price Competitions | TB: CH.07<br>S: "How do you know the Price is Right?" | Case: Mountain Man Brewing (Branding) |
| Apr 12th   | Guest Speaker / Special Topic /Overflows                                 |                                  | Case: Optical Distortion, Inc. (A) (Pricing) |
| Apr 19th   | **Marketing Communication (IMC):**<br>- Advertising, Personal Selling, Sales Promotions, Public Relations, Direct Marketing. | TB: CH.06 & CH.08<br>S: "Integrated Marketing Communications" | Case: MedNET (Online Advertising) |
| Apr 26th   | **Distribution Channels:**<br>- Marketing Channels, Channel Functions.<br>- Channel Management & Dynamics |                                  | Case: Natureview Farms (Distribution Channels) |
| May 3rd    | Review / Recap / Overflows                                               |                                  |                                                |
| May 12th   | **Final Exam – Due – 10pm (Take Home, Upload Online)**                    |                                  |                                                |

**TB= Textbook, Suggested Readings(SR) are also available via Harvard Business Review Website or from Fenwick Library.**
Grading System

In accordance with the academic policies at George Mason University, I use the following grading system:

- **A - Excellent**: 900 - above
- **B - Good**: 800 - 899
- **C - Satisfactory**: 700 - 799
- **D - Passing**: 600 - 699
- **F - Failure**: Below 599

I employ the entire range of this grading system in this class. Kindly do not assume that all grades receive a minimum of B. Only quality work is rewarded with good and excellent grades.

Average (Satisfactory) work is the baseline. Average work is that anyone can produce, it is average. Good work (B) and better requires additional effort, initiative, creativity and a good understanding of the subject matter. Let's keep the spirit of the grades and produce "good" to "superior" work for high grades.

Assignments and Cases

### Assignment (Individual):
This assignment involves a small case solution, requiring basic marketing mathematics. The objective of this assignment is to familiarize you commonly used in analyzing fundamental business / marketing problems / questions. The assignment provides you with an understanding of the reference course of action, or of alternative sets of assumptions, in the analysis of a marketing problem.

The Assignment Questions will be made available to you via Blackboard (Discussions > Assignment-Related Discussions).

### Case Analysis and Presentation (Group)
This assignment provides you a hands-on opportunity to work in a real-life setting and develop a rational, well-analyzed strategies for a B assigned a business case of their choice. Each case is about 10-15 pages long with a specific theme (i.e. Branding, Channel strategy, Pric components:  
1. A 10 page written-report on the case analysis report, and
2. A 30-45 min presentation on the scheduled date.

Prior to your case analysis, your group will receive a set of questions that can be used as a guide for structuring your case analysis report. I expect ALL class members to read the case before coming to the class. You are expected to come prepared to meaningfully contribute to the class. You are expected to come prepared to meaningfully contribute to the class.

Participation

The participation component of the class consists of multiple elements:

- Class Participation
- Case Discussions
- WebCT Participation
I am committed to continuous improvement in the quality of teaching and learning. To achieve this, I will use several mechanisms. First, I will seek your feedback and suggestions for improvements. Your feedback will help me gauge how the course is progressing and make it a worthwhile learning experience for you. I will also conduct a mid-term evaluation of the course to assess its effectiveness and make necessary adjustments. Finally, I will incorporate your feedback into future courses.

If you are not willing to make the investment of your time, preparation, and attendance, this is not the class for you.

**Class Participation**

This is a discussion class, hence, as a member of this class, your priority should be to attend and participate in each of the class sessions. Attendance views and explanations on the subject being studied. Valuable class discussions depend on how well you articulate your thoughts and knowledge to different situations. I will look forward to evidence on application of theoretical knowledge, as learnt in the class, being applied. Participation grade will comprise of your active participation in the class activity and NOT just your physical presence in the class. I expect you to read the case and assigned readings at least once before coming to the class. You may be called on to provide a summary or suggest opinions on the issues in each case.

**Online (Blackboard) Participation**

You are also expected to participate in online discussions. To facilitate, I have established a class discussion board. You should post any ideas that you come across in any media (TV/Magazines/Books) or you witness while shopping yourself. It is the responsibility of others to respond to your posts. In discussion over that material, Time and again, I will be posting news stories, interesting business issues on WebCT, I shall look forward to a discussion on them. Further, we shall also be continuing our class discussions on WebCT. I would encourage the group incharge of the case and moderate the discussions on the discussion board.

**Attendance**

Your physical presence is **MANDATORY** in this class. If it is necessary for you to be absent from the class please take prior permission. If you specific day, please send me an email and contact your friends to make sure that you do not miss important information - both substantive and guest speaker days are specially important. I put in extra effort to arrange guest speakers/industry experts for you. I would like you to be aware of the academic policy of GMU, you will not be graded on attendance ALONE. However, you will understand that class participation cannot be presence in the classroom. For record purposes, attendance sheet may be circulated in the class at random. It will be your responsibility to attend sheets. Arriving late is totally unacceptable in my classes. (You are expected to show up for work on time, you need to start on time).

**Beyond Classroom Work**

I also look at work that you do beyond the class-work with a positive eye. If you read an additional book, find a new article/case that per also show this work in class from which we will all benefit. I challenge all of you to seek new knowledge on your own and bring your exper discussions. High levels of class involvement and a genuine interest in what you study is depicted by such attempts to seek new knowled I will not seek your participation for grading purposes. You need to make yourself and your work noticeable for me to be favorab

**COURSE OVERVIEW**

**Introduction**

This course is designed to give you a good understanding of how marketers develop and implement marketing strategies and programs to r customers, while achieving their business objectives. The focus will be on understanding of the basic concepts and application of the core discussion of real-world examples, and development and presentation of marketing solutions.

The main objective of this course is to provide you with a solid foundation for applying the concepts and theories of marketing. In this frai issues such as value of products, customers and brands, methods to analyze customers and competitors, customer segmentation, product technology. The course will also highlight special topics in marketing such as Services Marketing which will be woven into the course in ti examples. By the end of this course you will have (i) become acquainted with the role of marketing in society, (ii) developed an understan business firm, and (iii) developed an ability to make marketing strategy decisions.

Remember: This is a foundation course in Marketing!

**POLICIES**

You are expected to attend each class session and read the assigned readings etc, complete assignments before each class session. Your participate in each of the class sessions. Your active participation in the cases and subject matter discussions is highly recommended.

I will be happy to discuss the course, your progress, or any other issue of concern to you on an individual basis by appointment. Please fe clarification that you might need during the term on any administrative or substantive issue. I usually respond to emails within 24-48 hours.

At the end of the course, a peer evaluation (download pdf file) will be conducted to determine if the individual members have made equita through a peer evaluation form. An individual who contributes less than equal share than her/his peers in her/his group will be penalized wi group, consistent with the extent of contribution. I shall also look for evidence of individuals who contributed more or beyond that expect I put in extensive work towards the class material and to make it more interesting. I want you to do the same. In absolute terms, I (as yo

I am committed to continuous improvement in the quality of teaching and learning. To achieve this, I will use several mechanisms. First, I at any time about any aspect of the course. Second, we will conduct a mid-terms evaluation of the course. You may indicate the merits of your feedback with you and will try to make the necessary adjustments in my teaching based on your feedback. Finally, course evaluat end. This mechanism will be particularly helpful for making effective changes for future courses.
This syllabus and the attached schedule are tentative and subject to change. Changes and/or additions will be announced in class, WebC are responsible for their own receipt of the announcements.

Academic dishonesty will not be tolerated. You are expected to follow all applicable University, College, and Departmental policies and regi student you are required to adhere to the University Honor Code which states that: “Student members of the George Mason University co plagiarize, steal, or lie in matters related to academic work.” Class time is valuable and should be reserved for activities that enhance the Discussion of matters related to individual grades, complaints, topics unrelated to the course, etc. will be reserved for times outside of sci School of Management’s Community Standards of Behavior.

If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center academic accommodations must be arranged through the DRC. Any student needing any other special accommodation or other assistance appointment to speak with me as soon as possible.

Kindly note that this syllabus is a contract for enrolling in this course. If you decide to continue with this course beyond the point of drop rules, policies etc outlined in this syllabus and discussed in the class are acceptable to you.

Test / Exam Policies

The underlying idea behind administering the tests is not only to evaluate your learning and understanding of the subject but also to make in relating to the topic.

The format of Tests and exams will be discussed in class and will comprise of a combination of multiple choice, and short-answer type que understanding and keeping a track of whatever is covered in class, lectures, notes, handouts, class/webct discussions etc. The tests will textbook and other assigned readings, lectures, case discussions, guest speakers, videos etc. No study outline would be given for any In order to help me uphold the integrity of university’s honor code, I request that you to bring your student/photo ID for every exam. You without it.

Tests / Exams will be conducted at the scheduled date and time as indicated in the class schedule. Make-up exams will be given ONLY for contact SOM student services with appropriate documentation relating to your emergency. I will schedule a make-up exam only upon pres AND after your emergency has been vetted by the student services. Arriving at the test venue 15 minutes after the test has started will automatically disqualify you from taking that test/exam. You will not the duration of test/exam. All restroom breaks should be taken before or after the test. Calculators are permitted for use during the tests. Cellphones, pages, laptops are not allowed and should be switched off before entering l used as calculators.

To facilitate your preparation for the test, here are some Do’s and Don’ts

**DO’s:**
- Use Lecture notes as outlines for all the concepts in the book. e.g. Pick out each concept and try relating it to an example that we imperative for you to be present during our class meetings and take notes.
- Read the text carefully and very comprehensively.
- Study in groups/teams - it helps you cover content more effectively.
- Underline and remember all the key words in the definitions
- You should be comfortable with identifying the concept if a real world example is cited.
- You should be familiar with the various processes e.g. Marketing Strategic planning etc.
- I have found that reading the highlights section in the textbook helps understand the material better. You might consider reading th we cover each topic.
- Sleep well before the test - you’d be surprised how well you can do on your test with a full-night’s sleep.

**PLEASE NOTE:** Your tests and exams will also contain questions relating to the CONTENTS OF THE SYLLABUS, cases, and online discussio

**Don’ts**
- Need not memorize the definitions.
- While reading the book, you would come across a lot of data (e.g. demographic, financial etc.) you do not have to memorize these i
- Need not remember the name of a particular video or the date that we saw it. However, the test might have a question where you related to a video case.
- Read the Highlight boxes of the textbook for better understanding of the concept, However you will not be responsible for the speci
- Do not memorize the data from any quantitative analysis exercise we did in class. Understand the concept underlying the analysis.

**TEXTBOOK and COURSEPACKS**

_textbook_ "What is Marketing", ...gmu.edu/.../syllabusPrintableView.do...
In addition to the textbook, we will be using readings and cases from the "e-coursepack," a custom electronic course package. There are two OPTIONS for you to acquire your Course Pack:

- FULL COURSEPACK: Contains CASES & SUGGESTED READINGS
- CASES-ONLY COURSEPACK: Contains CASES Only.

"Cases-Only" Course Pack

To access your CASES-ONLY COURSEPACK, you will need to do the following:

2. Click the "Student Registration" button under the "New Users Register Here" banner. Complete the registration page, and click Continue.
3. Confirm your CoursePack Selection, and complete the purchase form. Price: $44.99
4. After completing the purchase, you will be taken directly to "My XanEdu" where you can access your digital Course Pack.

"Full" Course Pack

To access your FULL COURSEPACK - Contains both CASES and SUGGESTED READINGS, you will need to do the following:

2. Click the "Student Registration" button under the "New Users Register Here" banner. Complete the registration page, and click Continue.
3. Confirm your CoursePack Selection, and complete the purchase form. Price: $77.99
4. After completing the purchase, you will be taken directly to "My XanEdu" where you can access your digital Course Pack.

RESOURCES

As your progress through this course, you will be required to research, analyze and present firm, industry or market-specific information. There are many sources from which you can gather the requisite information. These include: annual reports, consultant/industry or Department of Commerce publications, trade and academic journals, the business press (Wall Street Journal, Business Week, etc.), and so overwhelmed by the volume of information that is available for many topics, though you may have to do some "detective work" to identify

Library Resources

Books (e.g., Hoover's Handbook of American Business)
Popular magazines (e.g., Business Week, Wired, People, Time)
Academic journals (e.g., Journal of Popular Culture, Dress)
Trade publications (e.g., Women's Wear Daily, Advertising Age)
GMU Library Research Guide

Online Resources

You can often find good material by doing on-line database searches (Galileo, hoovers.com, lexis-Nexus etc). Our Library has access/subs databases. Basic business databases available to GMU students are found HERE.

Institutions

Most companies have corporate communications departments set up for this purpose. Call them and request an information kit. Sometimes information (e.g., letters written to the company over a period of years). In some cases, information is also available from specialized mus Smithsonian Museum).

Consumers / Employees

Some of your best insights will come from talking to people who have actually experienced the firm. Depending on your topic, you can con in-depth interviews, etc. It is important not to rely on one information source exclusively. The more sources you use, the richer the pictur always document every source you consult, even if it is a conversation with a friend, businessperson, or other expert informants.
**Writing Sources**
- The following sources provide helpful tips for writing technical papers
  - GMU Writing Center
  - *Elements of Style*
  - Purdue's Writing Lab
  - Guide to Grammar and Writing
  - Nuts and Bolts of College Writing

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**Goals**

**Teaming & Leading (Uncategorized)**
Our graduates will demonstrate the team leadership and interpersonal skills needed to form, lead, and work effectively on diverse organizations.

**Analytical Decision Making (Uncategorized)**
Our students will demonstrate the ability to analyze uncertain and complex management situations using appropriate tools, techniques and concepts.

**Communication Skills (Uncategorized)**
Our graduates will demonstrate written, oral and presentation skills necessary to explain problems and solutions effectively and persuasively.

**Global Understanding (Uncategorized)**
Our graduates will demonstrate a perspective on how businesses operate in the global environment.

**Knowledge of Functional Business Disciplines (Uncategorized)**
Our graduates will demonstrate the ability to integrate knowledge from all functional areas of business into a meaningful whole.

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**Section Instructor: Anupam Jaju**

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