# Syllabus

**Course Title:** Principles of Marketing  
**Course Number:** MKTG 303, Fall 2020  
**Course Description:** Principles of Marketing examines marketing principles, concepts, strategies, tactics and analytical tools used by profit and nonprofit organizations to market ideas, products, or services to selected target groups. The course emphasizes how to promote, distribute, and price a firm’s offerings in a dynamic economic, social, political and international environment.

**Class Location:** Online  
**Final Exam:** December 9th, 2020  
**Instructor:** Niki Vlastara  
**Contact information:**

- **University office:** 9900 Main Street, Suite 200, Fairfax, VA 22031-3907  
- **E-mail address:** nvlastar@gmu.edu  
- **Office hours:** M-W 4:30 - 6:30 p.m. by email or zoom meeting  
- **Course website:** Blackboard
Course Prerequisites
Students must have at least sophomore standing. Students are encouraged but not required to have completed basic courses in economics and accounting to provide the business context to understand the marketing concepts.

Passing this course
This course requires a minimum grade of C to satisfy School of Business degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Effective Fall 2010, registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

Course Materials

There are several format options for the course textbook, to include hardback paper, loose leaf paper, eBook, renting and sharing. Connect/LearnSmart is optional and not required. To purchase Connect online you will need a credit card. Make sure the email address you use is your **GMU EMAIL ADDRESS ONLY**.

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.

We will complete all the chapters in the textbook. The text introduces many concepts, so **it is imperative that you read the chapters, watch PowerPoint presentations on a timely basis.** Do not fall behind in the reading.

From time to time, class work and the text will be supplemented by suggestions for outside reading. These suggested materials will be for your interest and development, and they may be used for your quizzes and/or examinations.

**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
• 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.

• Explore careers available to marketing majors.

Go to this website for additional examples:
http://findyouredge.marketingedge.org/students/marketing-career-resources

Course Objectives and School of Business Learning Goals

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

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Introductory marketing draws upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics. 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. 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. The chapter “Analyzing the Marketing Environment” includes an overview presentation of the major regulatory and legislative initiatives that impact marketing practice. 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.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

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 written class participation. 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. Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

**Goal 3: Our students will demonstrate technical and analytic skills appropriate for success 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.

**Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.**

Topics throughout this course include elementary understanding of accounting, information systems and supply chain management topics.

**Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.**

Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written homework assignments and class discussions. Each assignment is time-stamped and 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.

**Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.**

This course requires students to use GMU’s online databases such as Mergent, IBIS World and Mintel Oxygen to conduct their semester research project. 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.
STUDENT EVALUATION

You are responsible for your learning. The quality of your learning will dramatically increase if you are prepared for class. You will be provided with Reading Assignments to help you focus on the main concepts in the textbook chapters. Reading the text is essential; you cannot rely only on the presentation slides/lectures to develop an understanding of the material and prepare for the homework, examinations and assignments.

Your learning will be evaluated in different ways:
- Student participation by participating/posting in the discussion board.
- Assignments. There will be 10 assignments.
- Quizzes. There will be 5 quizzes.
- Group Project. You will work to develop the SWOT and STP analysis of a company of your choosing in order to grow their business and a proposal for the appropriate marketing mix and marketing communication strategy to reach your chosen market segments. More details are provided in the group project description.
- Midterm Exam.
- Final Exam.

Grades
You may earn up to 100 points during the course of the class. The total points you earn will determine your grade. Exams and assignments are not given letter grades.

Excellent demonstrations of understanding, application, integration, clear understanding and critical thinking will distinguish efforts that receive the highest points in assignments. Concise, insightful responses and comments with examples are preferred over rambling, unfocused responses.

Points may be earned as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (5)</td>
<td>25</td>
</tr>
<tr>
<td>Group Project:</td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>First Draft</td>
<td>5</td>
</tr>
<tr>
<td>Final Draft</td>
<td>13</td>
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<tr>
<td>Discussion Board Participation</td>
<td>5</td>
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<tr>
<td>Assignments</td>
<td>10</td>
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<tr>
<td>Mid-term Exam</td>
<td>15</td>
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<tr>
<td>Final Exam</td>
<td>25</td>
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TOTAL POSSIBLE POINTS TO BE EARNED 100 points
Points | Letter Grade | Grade Points
--- | --- | ---
93 – 100 points | A | 4.0
90 – 92.9 points | A- | 3.7
87 – 89.9 points | B+ | 3.3
83 – 86.9 points | B | 3.0
80 – 82.9 points | B- | 2.7
77 – 79.9 points | C+ | 2.3
73 – 76.9 points | C | 2.0
60 – 72.9 points | D | 1.0
Below 60 points | F | 0.0

Please note that the University considers a B to be a good grade. The School of Business considers a B to be a good grade. I consider a B to be a good grade. An A is a grade that is not earned automatically.

Final grades are not negotiated. You will have opportunities to earn points throughout the semester, and in a variety of ways. There is no rounding, and there is no curve.

Examinations
Quizzes and Final Exam will be closed book, no-notes.

The exams will cover the textbook materials, and supplemental materials posted every week.

**Quiz 1:** Chapters 1 – 4  
**Quiz 2:** Chapters 5 – 8  
**Quiz 3:** Chapters 9 – 12  
**Quiz 4:** Chapters 13 – 16  
**Quiz 5:** Chapters 17 – 20

**Mid-Term Exam:** Chapters 1 - 10  
**Final Exam:** Chapters 1 - 20

Quizzes and Final Exam will consist of multiple choice and true-or-false questions and some short essay questions. **There are no make-up for Quizzes Midterm or Final Exams.**

**Quizzes & Exams in this course require all students to use the Respondus Lockdown Browser with a camera monitor. Please note that you cannot take the exam using a standard browser such as Safari, Firefox, Chrome, Microsoft Edge, or Internet Explorer.**

**The LockDown Browser application needs to be installed on your computer first.**
The link to detailed instructions is posted in Blackboard. You could also go directly to the ITS website using the following url: https://its.gmu.edu/knowledge-base/how-to-install-and-use-the-respondus-lockdown-browser/

**Attention:** a web camera is required to take your exam. You will be recorded during the exam. Any "unusual" behavior will be auto-flagged by Blackboard and then reviewed by the instructor.

You must take the quizzes and Final Exam at the assigned day and time.

If an examination is missed due to a provable or documented absence, you must make up the exam within one week. Unless you have made prior arrangements with me, a missed exam will result in a penalty of 10% of the total for the examination.

**You must read the text. Lecture, notes and summaries will help you understand the text, but they cannot be considered an adequate substitute for reading the text.**

**Group Project**

The instructor will assign 5 – 6 students to different groups. You and your group will choose a company and product with the objective to find how to grow their business. For the project, you will conduct a SWOT and a STP analysis and select three market segments that you believe will have significant potential for the company.

- You written report of seven to eight single-spaced pages (not including the cover page and the references) and it will report on the current corporate strategy of the company you selected, the results of the SWOT analysis of the company you performed, the results of your STP analysis, and a description of a marketing mix and strategy you propose to follow in order to grow the company’s business. For more details, please see Group Project under Assignments.

**One element of your scores in these reports is the quality of business writing that includes spelling, grammar, and organization (headings, subheadings, and flow of your report). The second element is the research effort (economic situations, social trends, technological advances, political situations) demonstrated in your SWOT analysis. You need to show how opportunities and threats match your company’s core competencies. The third element is the justification for the selection of the three market segments in order to grow the business of your selected organization – STP analysis.**
The fourth element is the description of your marketing mix and marketing strategy to reach and promote to your selected market segments in order to grow your selected company's business.

Teamwork 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 teamwork. **As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester and submitted to the instructor by email. If there are uncooperative and unresponsive group members, they will be expelled from the group they are assigned to and they will have a penalty of 20 points off their final grade (the Group Project Grade equivalent).**

For more details, please see Group Project under Assignments and Course Content on Blackboard.

**Class participation**
Every week different questions will be posted on the discussion board where you are expected to participate by posting your answer(s) together with an appropriate example and comment on another’s student’s post by offering your opinion, examples to demonstrate your arguments/statements and suggestions.

You will be evaluated on participation including demonstrating the ability to evaluate others’ comments constructively, demonstrating familiarity with assigned readings.

You are expected to:
- Demonstrate having read assignments, thought about the questions and analyzed materials.
- Build on the comments of others—disagreeing where appropriate but also supporting the comments and integrating viewpoints.
- Share expertise and experiences relevant to the discussion. Provide examples to demonstrate your understanding of different concepts.
- Comment on the substance and topic of the classes demonstrating integration of the materials.

**Written materials**
Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, **late work will receive a 10% lower grade. The Introduction to the Group Project is due on September 13th, 2020. The First Draft of the Group Project is due on October 11th, 2020. The Final draft of your Group project must be completed and submitted by December 2nd, 2020.**
You will receive a specific assignment on the course-long project. You will be required to do some research on the product and company. You should be able to complete a great deal of this using the electronic databases available at the University Libraries.

In scoring your written materials, I look for internal validity (that the recommendations are based on appropriate principles and are consistent) and external validity (the recommendations are reasonable given the environment in which the firm functions). Additionally, organization, understanding, originality, breadth, depth of coverage and clarity of expression are important evaluation criteria.

All written reports should be neatly typed, legible and free of errors in grammar and spelling. Documents should be formatted as follows:

Single-spacing, Times New Roman or Garamond font, 12-point font, with one-inch margins. **Cover Page should have the title of your report, course number and section, the date and the full names (first and last name) of the group members.** Pages after the first page must have a header showing the course title and section, assignment title and page number.

To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the Publication Manual of the American Psychological Association, 6th Edition or at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/). To help manage the citations and seamlessly create reference lists, Mason supports free software called Zotero at [https://www.zotero.org/](https://www.zotero.org/).

Group deliverables should have a title page showing a title for the report, course name and number, date due and the student' names.

Part of the evaluation of each written assignment will be the quality of the writing, with specific emphasis on solid business prose.

**Student Responsibilities:**

**Participation:** You are responsible for reading all assigned materials, listening and taking notes of weekly lectures, submitting all weekly assignments by the due date, logging into your course at least 3 times a week, and actively participating in class wide and group discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification. Please use the “Ask the Instructor” Discussion Forum or schedule an appointment.
Exam Processes: You will take 5 quizzes, a Mid-term exam and a Final exam. Quizzes and Exams in this course require all students to use the Respondus Lockdown Browser with a camera monitor. Please note that you cannot take the exam using a standard browser such as Safari, Firefox, Chrome, Microsoft Edge, or Internet Explorer.

Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

Prerequisites and Registration: Prerequisites for the course are sophomore standing.

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.

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.

THE MASON HONOR CODE (see also Appendix A):

Academic honesty is important to maintaining the integrity of our university and ensuring 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. For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting the semester project you do not make-up resources. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignments that are determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

See the “Honor Code” section of the George Mason University Student Handbook or https://oai.gmu.edu/mason-honor-code/ for additional information about academic integrity.

The following paragraph is taken from 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.

**DIVERSITY STATEMENT:**
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.
An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed. See http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

SCHOOL OF BUSINESS COMMUNITY STANDARDS

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. 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?

Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business 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.

The School of Business 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 School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

Special note on electronic communications:
Students must use their Mason email accounts to receive important University information, including messages related to this class. See http://masonlive.gmu.edu for more information.

For all class activities, you must use only your GMU email address/account. This includes Blackboard. Please be sure to identify the matter of the email in the subject line. Please include your full name (first and last name, course number and section number) and please be aware that rules of grammar and spelling apply to emails; they are not text messages.

Other Useful Campus Resources
The Writing Center
The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center.

The Writing Center is located in Robinson Hall A114, (703-993-1200), http://writingcenter.gmu.edu

University Libraries
You are strongly encouraged to use the University Databases and Libraries. You may want to use the “Ask a Librarian” service:
http://library.gmu.edu/mudge/IM/IMRef.html

Counseling And Psychological Services (CAPS):
(703) 993-2380; http://caps.gmu.edu

Learning Services
The University provides students with a variety of videos, downloads and seminars to improve your academic performance. Please see the website for a detailed listing: https://learningservices.gmu.edu/
Office of Disability Services
If you are a student with a disability and you need academic accommodations, please see me and contact The Offices of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at http://www.gmu.edu/student/drc

Student athletes
If you are a student athlete participating in the sport during this semester, please let me know during the first two weeks of class.

Religious observances
Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

Inclement weather
Information regarding weather-related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students should sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu

Emergencies
An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on http://www.gmu.edu/service/cert

The Public Safety Department offers a variety of courses and services. Please discover these resources at https://police.gmu.edu/programs-and-services/

Other
There are a number of additional resources available to you on the School of Business website.

In addition, University Life has many resources available to students. You should explore these offering and take advantage of every one of these you can.

University Policies
The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
## Course Calendar

<table>
<thead>
<tr>
<th>Class days and dates</th>
<th>Student Responsibilities/Key Topics</th>
<th>Milestones and Key Events</th>
</tr>
</thead>
</table>
| **Week 01**  
August 24th | Introduction to the course & Review the Syllabus  
Ch. 01: Overview of Marketing; | • Introduction to the course |
| **Week 02**  
August 31st | Ch. 02: Develop Marketing Strategies and a Marketing Plan;  
Ch. 03: Digital Marketing | • Assignment: Chapter 3 is due on Sept. 6 |
| **Week 03**  
September 7th | Ch. 04: Conscious Marketing, Corporate Social Responsibility and Ethic | • Announcement of Group Project is due on September 13th  
• Assignment: Chapter 4 are due September 13th  
• September 11th - Quiz 1 on Chap. 01, 02, 03, 04 |
| **Week 04**  
September 14th | Ch. 05: Analyzing the Marketing Environment  
Ch. 06: Consumer Behavior | • Assignment: Chapter 5 due September 20  
• Discussion Board – Due September 14th |
| **Week 05**  
September 21st | Ch. 07: Business to Business Marketing  
Ch. 08: Global Marketing | • Assignment Chapter 6 due September 27  
• September 25th - Quiz 2 on Chap. 05, 06, 07, 08 |
| **Week 06**  
September 28th | Ch. 09: Segmentation, Targeting and Positioning  
Ch. 10: Marketing Research | • Assignment: Chapter 9 due October 4  
• Discussion Board – Due September 28th |
| **Week 07**  
October 5th | MID-TERM EXAM – Chapters 1 – 10 | • October 9th – Mid-term Exam  
• First Draft of the Group Project – October 11th |
| **Week 08**  
October 12th | Ch. 11: Product, Branding and Packaging Decisions  
Ch. 12: Developing New Products | • Assignment Chapter 11 due October 18 |
| **Week 09**  
October 19 | Ch. 13: Services: The Intangible Product | • October 23 – Quiz 3 – Chapters 9, 10, 11, 12  
Assignment: Chapter 13 due October 25  
• Discussion Board – Due October 19 |
| **Week 10**  
October 26 | Ch. 14: Pricing Concepts for Establishing Value  
Ch. 15: Strategic Pricing Methods and Tactics | • Assignment: Chapter 16 due November 8th  
• November 6 – Quiz 4 Chapters 13, 14, 15, 16 |
| **Week 11**  
November 2 | Ch. 16: Supply Chain and Channel Management  
Ch. 17: Retailing and Omni-channel Marketing | • Assignment Chapter 18 due November 15  
• Discussion Board – Due November 9th |
| Week 13  | November 16 | Ch. 19: Advertising, Public Relations and Sales Promotions  
|          |             | Ch. 20: Personal Selling and Sales Management | • November 20 – Quiz 5  
|          |             |                                              | Chapters 17, 18, 19, 20 |
| Week 14  | November 23 | Work on Group Project                        | • Discussion Board – Due November 23rd  
|          |             |                                              | • Assignment Chapter 19 due November 29 |
| Week 15  | November 30 | Final Group Project is due on December 2nd    | • Final Group Project Report is due on December 2nd |
| Week 16  | December 9  | FINAL EXAM (Chapters 1 – 20)                 | • December 9 – Final Exam |

**Discussion Board in Red, Group Project in Green, Assignments in Black, Quizzes and Exams in Blue**
**Note:** The Academic Integrity Seminar used by Office of Academic Integrity Core 5200.

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<thead>
<tr>
<th>Type of Violation</th>
<th>School of Business Recommendations for Honor Code Violations</th>
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<tbody>
<tr>
<td>Code of Conduct</td>
<td>Semester Suspension of an E in the class Academic Integrity Seminar for minimum of six weeks.</td>
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<tr>
<td>Code of Practice</td>
<td>An E in the class Academic Integrity Seminar for minimum of six weeks.</td>
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**APENDIX A**