Course Title: Principles of Marketing

Course Number and Section Number: MKTG 303, Section 006, Spring, 2020

Class Location: Exploratory Hall L003

Class Meeting Time: Friday, 07:30am – 10:10 pm

Professor’s Contact Information:
Name: Dr. Russell Abratt
Office location: 9900 Main street, # 213
Telephone number: (703) 993-1845
E-mail address: rabratt@gmu.edu
Office hours: Office hours: Wednesdays 10:30 am to 12.30 in Ent. 175
Or by appointment

Course Description: Examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

Notes: Students cannot receive credit for both MKTG 301 and MKTG 303. School of Business students will not be permitted to make more than three attempts to achieve a C or higher in MKTG 303. Those who do not successfully complete this course within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. For more information about this, see the "Termination from the Major" section under Academic Policies. Offered by School of Business. Limited to two attempts.

Course Website Address: 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.

You will not need the Connect homework package. We will not use it, but it may be bundled by the publisher. This textbook is widely available from sources on the internet in addition to the GMU Bookstore. If you purchase the text from another source, you will NOT need to purchase the access to Connect separately.

You have several options to consider when getting the textbook, including price, buyback allowances, hardcover, loose leaf or an e-book that only can be browsed online.

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

I highly recommended, though do not require, daily reading of the business sections of either The Washington Post or The New York Times. You should also consider a subscription to a business-oriented periodical such as The Wall Street Journal, The Washington Business Journal, The Financial Times, Business Week, or The Economist. You may prefer to get your news online. If so, you would find it useful to consider adding marketing newsfeeds to your regular reading. These newspapers are all available from the library.

I will provide you with additional materials from other sources during class. The materials include videos appropriate to the class discussion and other books, magazines, etc. The classroom discussions and presentations will be the basis for insights and understanding of key concepts. These materials will be the basis for examination and quiz questions.

**Program Learning Goals:**

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.

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.

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

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.

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

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

**Course Objectives:**

The course objectives are:

1. Introduce students to the terminology, functions, and philosophy of marketing and market-driven decision making, with an emphasis on the role of technology, spanning a variety of consumer and business contexts. Students will gain a basic understanding of the functions of marketing and develop a working vocabulary of marketing terminology and become familiar with marketing concepts.
2. Introduce students to the role of marketing in an organization and the development of marketing strategy in both domestic and global markets. Students will consider the global marketing environment and its impact on marketing strategy. The course will 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.

3. Build students’ marketing application skills by examining the practices of real-world organizations. Students will understand the application of marketing techniques to real world problems.

4. Introduce students to the ways that marketers anticipate customer needs and position their offerings by creating, capturing, delivering and communicating value for selected constituencies. Students will appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy. Students will understand what motivates customers to purchase marketers’ offerings and how they use them.

5. Introduce students to the environment in which organizations market their products. Students will demonstrate understanding of the competitive, socio/cultural, natural, political/legal, economic, and technological environments.

6. Introduce students to the elements of the marketing mix. Students will demonstrate an understanding of how these elements are integrated in the marketing strategy, and how these elements affect an organization’s ability to sustain a competitive advantage.

7. Introduce students to the basics of marketing planning, including the ability to identify the basic elements of a marketing plan. Students will develop marketing application abilities through the development of a team-created (rudimentary) marketing plan.

8. Introduce students to careers available to marketing majors.

Class structure

The course incorporates different basic elements or approaches—introduction of concepts through reading and lectures, application of these concepts through class exercises, participation in a research project, and integration of the concepts in a semester-long class project.

During the first classes, the emphasis will be on building a foundation through the introduction of concepts. Later classes continue to introduce new material and will build on the foundation to create a comprehensive view. Class discussion will form a crucial element to integrate the concepts. As such, class participation is essential for students to get full value from the class.

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 on the presentation slides to develop an understanding of the material and prepare for the homework, examinations and assignments.
Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

Your learning will be evaluated in different ways:

Examinations. There will be one mid-term exam and one final exam. In addition, there will be 5 quizzes.

Semester-long project. You will work within a group of fellow students to develop the appropriate marketing mix for three segments for a product you and your group will select. More details are provided in the project description.

Research requirement. More details are provided in the special description.

**Grades**

You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. 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 are preferred over rambling, unfocused responses.

Points may be earned as follows:

**Exams and Quizzes**

- Quizzes: (5 quizzes at 20 points each) 100 points
- Mid-term Exam 250 points
- Final Exam 250 points
- Points from Examinations 600 points

**Class Project**

- Marketing Plan preliminary report 100 points
- Marketing Plan Report 175 points
- Final Plan Presentation 100 points
- Points from Class Project 375 points
- Research Requirement 25 points
- TOTAL POINTS TO BE EARNED 1,000 points

There will be no make-up quizzes. If a quiz is missed, the score will be zero.
<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>930 – 1,000 points</td>
<td>A</td>
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<tr>
<td>900 – 929 points</td>
<td>A-</td>
<td>3.7</td>
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<td>870 – 899 points</td>
<td>B+</td>
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<tr>
<td>830 – 869 points</td>
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<td>800 – 829 points</td>
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<td>770 – 799 points</td>
<td>C+</td>
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<td>600 – 729 points</td>
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<td>Below 600 points</td>
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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**

Exams and quizzes will be closed-book, no-notes. The exams will consist of multiple-choice type questions. The final will be comprehensive. As the schedule permits, the class will review major concepts before the exam.

The exams will cover the textbook materials, supplemental materials from the class and all in-class presentations.

There will be five quizzes during the course, and each will cover the chapter(s) from the previous week’s class(es). Each quiz will be worth 20 points, and they will consist of multiple choice and/or true-or-false questions. There are no make-up quizzes.

Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, calculators and similar devices. All electronic devices must be turned off and out of sight during quizzes and exams. Any student using such devices during an exam or any form of cheating during the exam will be a violation of the Honor Code.

The School of Business has clear guidelines to be applied to Honor Code violations, and these guidelines will be followed. These guidelines will be reviewed during the first class. Consistent with University policy, only provable, i.e., documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no
make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Please note the date and time for the final exam. You must take the exam at the assigned time. Do not plan to begin travel before or during the final exam. If someone else is scheduling these travel plans, make sure they know.

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 percent 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.

Class Project

The class project will be a group project, with six to eight students in a group. Students will select a company and/or product. For the project, your group will select three market segments that you believe will have significant potential for the company. For each segment, you will develop a summary marketing mix for the segment. There will be three scored deliverables for the project.

- **Preliminary report** – written report of five to eight 1.5-spaced pages. You will report on the corporate strategy, marketing strategy, competitive environment and the segmentation approach you will use. You will also be required to discuss why you selected that particular segmentation approach.

- **The Marketing Plan** – written report of eight to ten 1.5-spaced pages. You will report on the corporate strategy, marketing strategy, competitive environment and the segmentation approach you will use. You will also be required to discuss why you selected that particular segmentation approach. One element of your scores is the quality of business writing.

- **The presentation** – the group presentation of the project. Final presentation – Prepare a 10-minute oral class presentation. The final presentation will describe the marketing mix for the three significant segments.

Class participation

Exercises and discussion will be a part of almost all classes. All students are expected to be prepared for discussions and to participate in them.

Marketing is enhanced by dialogue, and this class will be greatly enhanced when students actively participate. Discussion and dialogue are essential to develop communication skills and explore topics in depth.

Not everyone likes speaking up in a class situation. If, however, a student does not enter into the discussions, there is no way to tell if he or she is learning or understanding the concepts presented. Each student is expected to contribute. You cannot participate if you do not attend class.
You will be required to speak up and participate in business. It will be essential for your career growth. Consider this a safe environment where you can practice these skills.

**Research Requirement (2.5% of Grade).**

As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of **evidence-based practice** in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity and potential usefulness. To this end, students must be familiar with the relevance of research to management practice. We believe this is accomplished through direct experience with academic business research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience.

As a result, all students in Marketing and Management 303 courses must participate in one half-hour (one credit) of “research activity” for each course (this will make up 2.5% of the class grade). The specific requirement is for students to take part in **one half-hour activity (1 credit each)** for each 303 course. Credits must be earned for each 303 class (MGMT and MKTG) separately – they do not double count (so if you are in both Marketing and Management 303 courses you will need to participate in a total of two (2) half-hour activities in order to complete full course requirements). These activities include either participation in actual business research/experiments or attendance at alternative, research lectures.

**Two Options for Research Credit:**

**Option 1: Experiments.** Sign-up and participate in a half-hour experiment. Participation in a single experiment is worth 1 credit and 2.5% of your final grade and fulfills your requirement for a single 303 class (MKTG or MGMT). Information and sign-ups for the experiments will be posted on the School of Business Research Participation SONA website.

**Important Notes**

- Although there will be sufficient slots available during the semester, there is **no guarantee** that they will be available at the very end of the semester. Therefore, if this is an option you would like to choose, do not delay in signing up for participation in an experiment as they become available.

- **Students who fail to show up** for a scheduled experiment may not be allowed back into the experiment at the discretion of the researcher. Additionally, students arriving late will not be allowed to participate in that session.

- If you have participated in a specific experiment in a previous semester, you may not be able to participate in that specific experiment again.

**Option 2: Research Lectures.** If you would prefer not to participate in experiments or there are no available experiments for you to participate in, you may also attend a half-hour lecture to earn 1 credit and 2.5% of your grade. These lectures will be held a number of times over the course of the semester on a variety of days and times and will focus on the importance or
research in understanding and refining marketing and management practice. Information and sign-ups for the research lectures will be posted on the SONA website.

* Students need to complete a single half-hour activity (1 credits each; lecture or experiment) for each 303 class in order to fulfill course grade requirements. You will receive partial credit if you complete fewer*

**WHAT YOU NEED TO DO:**

1. In order to sign up for experiments and lectures and get research credit in this course, you must register at the following website:

   https://gmubus.sona-systems.com

***PLEASE NOTE – This is the specific School of Business SONA site. There is also a Psychology SONA site – it is NOT a part of this Course requirement and participation in the Psychology SONA site does not count for the 303 requirements***

2. Click “Request an Account.” Once you click the link, you will be required to provide some basic information. You should receive an email notification immediately with your login information. The email notification will include login instructions for the system. You will be assigned a default password, which you will be allowed to change after your first login. **YOU MUST INITIALLY USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.**

3. The email will come from the administrator’s email address (gmubus-admin@sona-systems.net), so be sure to configure your junk mail filters to allow emails from that address.

4. When you receive the e-mail you need to Log In to the system in order to complete the registration process and be able to sign up for experiments and lectures as they are available.

5. You may track your progress at any time by choosing the My Schedule/Credits option from the top toolbar. When you view this page, at the top, you will see at the list of the number of credits you are expected to earn in addition to how many you have already earned thus far, and the number of unexcused no-shows you have earned if you have them. Remember, you need one credit (two .5 credit activities) for each class you are enrolled in.

** If you have registered for MKTG or MGMT 301/303 in a previous semester, you should use the same login information and do not need to re-register **

**Semester timeline** (subject to change)

January 21st: Students will be able to register on the SONA site and sign up for experiments or lectures when posted.

**February 3rd --MANDATORY: ** All students **must** be registered on SONA by this date!* **

April, 27th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May, 1st: Last day of classes.

Please direct all questions, problems, or concerns about research credit to:

somstudy@gmu.edu, not to your professor or lab instructor. You can also check the SONA System - Student Information and FAQ document provided by your Instructor.
Specific responsibilities

To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations.

Attendance is expected. Much of the material will be developed in class and in discussion.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You must arrange to get hand-outs and assignments from fellow students or Blackboard. I do not use prepared Lecture Notes, so if you miss a class, you will need to consult your classmates.

Detailed class and reading assignments will be made during the course. Discussion cases for each chapter will be identified prior to the class. Assignments will be posted on Blackboard.

Written materials

All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, late work will receive a lower grade. All work must be completed by the final examination.

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:

- 1.5-spacing, Times New Roman or Garamond font, 12-point font, with one-inch margins.
- Pages after the first page must have a header showing the course title, 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/. To help manage the citations and seamlessly create reference lists, Mason supports free software called Zotero at 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 students’ names.

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

Unless otherwise stated, you must submit an electronic version of the assignments along with the written assignments.
Students with Disabilities

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 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 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.

George Mason University Honor Code

Students are reminded of their responsibilities under the George Mason University Honor Code. GMU is an Honor Code University. Please see the University Catalog for a full description of the code and the honor committee process. It is understood that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

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.
I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

The School of Business Faculty has created guidelines on penalties. These apply to all courses, all students and all faculty. I will discuss these in class, though I hope I will not have to use them.

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.
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 your GMU email address/account. This includes SONA and Blackboard. The use of a different address may result in loss of all points for that portion of the class. Please be sure to identify the matter of the email in the subject line. And, please be aware that rules of grammar and spelling apply to emails; they are not text messages.

Do not text me with important information.

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

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.

Class Schedule 303 Spring, 2020

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<thead>
<tr>
<th>Class days and Dates</th>
<th>Key Topics</th>
<th>Reading Milestones and Key Events</th>
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<tbody>
<tr>
<td>1. Friday 1/24</td>
<td>Chapter 01: Overview of Marketing</td>
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<tr>
<td>2. Friday 1/31</td>
<td>Chap. 02: Developing Marketing Strategies and a Marketing Plan, Appendix 2A: Writing A Marketing Plan Chapter 10: Marketing Research</td>
<td>Quiz 1 on Chapter 1 Group choice of product/firm due 02/07</td>
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<td>3. Friday 2/7</td>
<td>Chap. 04: Conscious Marketing, Corporate Social Responsibility Marketing Ethics Chapter 05: Analyzing the Marketing Environment</td>
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<tr>
<td>4. Friday 2/14</td>
<td>Chapter 06: Consumer Behavior and Chapter 07: Business to Business Marketing</td>
<td>Quiz 2 on Chapters 2, 4 and 5</td>
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<td>5. Friday 2/21</td>
<td>Chapter 08: Global Marketing Chapter 09: Segmentation, Targeting and Positioning</td>
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<td>6. Friday 2/28</td>
<td>Chapter 11: Product, Branding and Packaging Decisions</td>
<td>Quiz 3 on Chapters 8 and 9</td>
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<td>Topic</td>
<td>Assignments</td>
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<td>7. Friday 3/6</td>
<td>Chapter 12: Developing New Products</td>
<td>Chapters 1 to 13 excluding chapter 3</td>
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<td></td>
<td>Chapter 13: Services: The Intangible Product.</td>
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<td>8. Friday 3/20</td>
<td><strong>Mid-term Exam</strong></td>
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<td>10. Friday 4/3</td>
<td>Chapter 16: Supply Chain and Channel Management Chapter 17: Retail and OmniChannel Marketing</td>
<td>Quiz 4 on chapters 13, 14 and 15</td>
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<td>11. Friday 4/10</td>
<td>Chapter 18: Integrated Marketing Communication</td>
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<td>12. Friday 4/17</td>
<td>Chapter 19: Advertising, Public Relations and Sales Promotions</td>
<td>Quiz 5 on chapters 16, 17 and 18</td>
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<td>13. Friday 4/24</td>
<td>Chapter 20: Personal Selling and Sales Management Chapter 03 Digital Marketing: Online, Social and Mobile</td>
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<td>14. Friday 5/1</td>
<td><strong>Marketing Plan Presentations</strong></td>
<td>Marketing Project due 5/1</td>
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<tr>
<td>15. Friday 5/8</td>
<td><strong>Final Exam</strong></td>
<td>Chapters 14 to 20</td>
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