Course Title: Marketing Principles

Course Description: This course examines marketing principles, concepts, strategies, tactics and analytical tools used by 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 domestic and international environment.

Instructor: Professor Constant Cheng, PhD

Contact information:

University office: Marketing Faculty on-campus office in ENT 175
Office hours: 3:45-4:15 pm on W and R, and by appointment

Contact: Please contact me via email in the first instance. For emergency, please leave a message at my mobile: (571) 318-9186

E-mail addresses (please check virus before sending attachments):

University: ccheng5@gmu.edu
Course Website: courses.gmu.edu, then choose the course once you log in

Meeting & location:

Session 15665 – MKTG 303 – 001 4:30 – 7:10 pm, W, Music/Theater 1005
Session 15663 – MKTG 303 – 004 7:20 – 10:00 pm, W, Music/Theater 1005
Session 13108 – MKTG 303 – 002 7:20 – 10:00 pm, R, Exploratory Hall L003
Course Prerequisites
Students must have at least sophomore standing.

Course Materials

The text introduces many concepts, so it is imperative that you read the chapters on a timely basis. Where appropriate, additional materials will be provided. The classroom discussions and presentations will be the basis for additional insights and understanding of key concepts. These materials will be the basis for examination questions.

Course Objectives
Please see the Appendix for a description of how this course addresses the Undergraduate Learning Goals.

Class Structure
The course incorporates basic elements – learning of key concepts through reading, lectures, discussions, and a semester-long class project.

The class will be project based. The topics of discussions will follow the key components of the group project.

You are responsible for your learning. You are expected to complete the Reading Assignments and do your project research on specific topics before coming to class. Reading the text is essential; you cannot rely on the presentation slides to develop a full understanding of the materials and prepare for the examinations and project.

Class attendance and participation are also expected. You will be tested on materials in the reading and class discussions.
Your learning will be evaluated in several ways:

- **Examinations.** There will be two exams.
- **Class project.** You will work within a group to develop an abridged marketing plan for a consumer product and company that your group will select.
- **Research Requirement.** More description later in the syllabus.

**Grades**

You may earn up to 1000 points by the end of the course. Your grade will be determined by the total points you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>940 -1000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>830 – 869 points</td>
<td>B</td>
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<tr>
<td>800 – 829 points</td>
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<td>2.7</td>
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<tr>
<td>770 – 799 points</td>
<td>C+</td>
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<tr>
<td>730 – 769 points</td>
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<tr>
<td>700 – 729 points</td>
<td>C-</td>
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<tr>
<td>600 – 699 points</td>
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<tr>
<td>Below 600 points</td>
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Examinations
Exams will be online, opened-book and opened-notes. The exams will consist of multiple choice questions. The exams will cover the textbook materials, lectures, and all in-class discussions.

Consistent with University policy, only provable and 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 for missing exams or taking exams outside the university’s official final exam schedule.

There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Class Project and Evaluation
The class project will be a group project. Students will select a company and product. For the project, your group will develop an abridged marketing plan. As a group, you will work together on a project designed to integrate the materials presented in the course. Team work is always challenging. Each team member is responsible for making the group work. Please respect the Community Standards of Behavior when interacting with your group members.

There will be a “collective” team evaluation, included as part of your final project at the end of the semester. Your individual score will be calculated based on the grading rubric.

Your individual score = the group project score times the % of the overall team evaluation score.

If you have actively contributed to your group project and your group members have substantiated your contributions in the team evaluation, the maximum score will be the score achieved by the group project.

It is therefore in everyone’s interest to cooperate, contribute and work with the group effectively throughout the semester. More details will be provided on the Project Description and Project Grading Rubric.
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) 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 for both classes). 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 (you must participate in School of Business experiments at the URL listed below. Participation in Psychology studies on the Psychology SONA site does not count).

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 credit 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 (one 1 credit activity) 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**

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

**February 4th -MANDATORY: ** All students must be registered on the School of Business SONA site (https://gmubus.sona-systems.com) by this date!**

May 1st: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May 4th: 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. Much of the material will be developed in class and in discussion. Lecture notes will be available on the Blackboard for your convenience.

All work is due by 11:59 pm on the due date. Please submit them to designated slot(s) on the Blackboard. Further instructions will be provided. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. All work must be completed by the final examination.

The Mason Honor Code

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 YYY you do not make-up ZZZ. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., RRR, SSS) 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).

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td>Plagiarism</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
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<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
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<tr>
<td>Cheating</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
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<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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Course Policies

ATTENDANCE
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is **YOUR responsibility to find out from a classmate** what you missed (both in terms of course material and announcements).

RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) to make acceptable arrangements. [http://ulife.gmu.edu/calendar/religious-holiday-calendar/](http://ulife.gmu.edu/calendar/religious-holiday-calendar/).

INCLEMENT WEATHER POLICY
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. You can also sign up for Alerts – see [http://ready.gmu.edu/category/recent-alerts/](http://ready.gmu.edu/category/recent-alerts/). If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account or posted via Blackboard and will include “course name” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE
Outside of class time and office hours, e-mail is the quickest method to contact me. You **MUST use your GMU e-mail address**. Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently **I will not respond to emails from any other address**. Please make sure to plan your questions with enough time to receive a response.

CELL PHONE POLICY
Cell phones are **NOT allowed to be on** in class. All cell phones **MUST be set to silent/vibrate and kept out of sight** during class time.

DISABILITY POLICY
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS. Please take care of this during the first two weeks of the semester.
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.

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. 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.

OTHER USEFUL CAMPUS RESOURCES

Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Student Support and Advocacy Center http://ssac.gmu.edu/
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://learningservices.gmu.edu/
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/
University Career Services: http://careers.gmu.edu
IT Services https://itservices.gmu.edu/help.cfm
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.
## Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic and Reading</th>
<th>Work</th>
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<tbody>
<tr>
<td>From Jan 20</td>
<td>Course Introduction</td>
<td>Read Syllabus and project description</td>
</tr>
<tr>
<td>From Jan 27</td>
<td>Chap. 01: <em>Overview of Marketing</em></td>
<td>Group Proposal, Contract, and Schedule due in class</td>
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<tr>
<td>From Feb 3</td>
<td>Chap. 2: <em>Developing Marketing Strategies and a Marketing Plan</em></td>
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<tr>
<td>From Feb 10</td>
<td><em>Discussion on product, brand, and unique value proposition</em></td>
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<tr>
<td>From Feb 10</td>
<td>Chap. 11: <em>Product, Branding and Packaging Decisions</em></td>
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<tr>
<td>From Feb 17</td>
<td><em>Discussion on market trends</em></td>
<td>Product Section Due to your group</td>
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<tr>
<td>From Feb 17</td>
<td>Chap. 5: <em>Analyzing the Marketing Environment</em></td>
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<td>From Feb 24</td>
<td>Chap. 6: <em>Consumer Behavior; including customer decision journey</em></td>
<td>Market Trends Due to your group</td>
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<td>Midterm Exam Overview</td>
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<tr>
<td>From Mar 2</td>
<td><em>Midterm Exam</em></td>
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<td>From Mar 9</td>
<td><em>Spring Recess</em></td>
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<tr>
<td>From Mar 16</td>
<td><em>Discussion on segmentation and targeting</em></td>
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<td></td>
<td>Chap. 9: <em>Segmentation, Targeting and Positioning</em></td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Additional Information</td>
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<tr>
<td>Mar 23</td>
<td>Discussion on Perceptual map, positioning and repositioning</td>
<td>Segmentation and Targeting Due to your group</td>
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<td>Chap. 12: Developing New Products</td>
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<td>Mar 30</td>
<td>Discussion on marketing mix</td>
<td>Positioning Due to your group</td>
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<td></td>
<td>Chap. 17: Retailing and Multi-Channel Marketing</td>
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<td>Chap. 18: Integrated Marketing Communications</td>
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<td>Apr 6</td>
<td>Chap. 14: Pricing Concepts for Establishing Value</td>
<td>Marketing Mix Due</td>
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<td>Chap. 15: Strategic Pricing Methods and Tactics</td>
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<td>Apr 13</td>
<td>Work on Project outside class</td>
<td>Penultimate Draft due on Thursday April 16 by 11:59 pm</td>
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<td>Apr 20</td>
<td>Penultimate Draft feedback</td>
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<tr>
<td>Apr 27</td>
<td>Summing Up</td>
<td>Final Exam Overview</td>
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<tr>
<td></td>
<td>(Final exam overview, and course evaluation)</td>
<td>Final Project including Team Evaluation due on Thursday April 30 by 11:59 pm</td>
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<tr>
<td>May 4</td>
<td>Final Exam: Dates to be announced during Final Exam Overview</td>
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Appendix: Undergraduate 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 contribute to knowledge and how such research is conducted.