Course Overview

In this course, we will explore the role of marketing in the global market, approaches to building customer relationships, and tools to better understand customers and competitors. We will study how to make decisions regarding the marketing mix (product, price, promotion, and distribution) using course readings from the textbook, chapter quizzes, case study discussions and the development of a market plan.

Course Materials


Harvard Business School (HBS) Cases:

To purchase and access your HBS Case Study Course Pack, please visit:

https://hbsp.harvard.edu/import/728280

Follow the instructions at the site (you will need to register and then you can pay by credit card.

Course Faculty Member

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E-mail: btretola@gmu.edu
Cell: 571-215-8754
Office Hours: virtual via email and phone appointment
Office Location: 9900 Main St. Rm. 210 Fairfax, VA 22030 or 175 Enterprise Hall (by appointment)

Course Overview

Week 1: Overview of Marketing and Getting Started | June 1- June 8. 2020

In this module, complete the Readings from Chapters 1 to 3 in the textbook and the associated chapter quizzes. Getting started on your Market Plan Paper, submit the name of the product and/or service, the firm and industry for approval and as a prerequisite to beginning your individual, semester-long Market Plan Paper. See the specific directions for the Market Plan Paper in the Market Plan Directions Folder on the Course Menu.
Upon completion of this module, you will:

- Articulate our most important course outcomes
- Review and identify the essential elements of marketing and what can be marketed
- Identify the product, firm and industry that you individually would like to research in the course
- Review the tutorial on How to Analyze a Case Study from the HBS Course Pak
- Demonstrate the ability to do Marketing by the Numbers, e.g. (breakeven analysis from accounting) by completing an ungraded review exercise
- Integrate a framework for marketing ethics, legal, corporate social responsibility and sustainability from the HBR and other readings

Week 2: Overview of Marketing Strategic Planning--Segmentation, Targeting and Positioning | June 8-15

In this module, the focus is on consumers, customer service and relationship management (CRM) along with the processes for segmentation, targeting and positioning (STP). Your readings are Chapters 4 through 6 in the text and the associated chapter quizzes. Review the two videos of highly effective marketing executives (Steve Jobs and Tim Mahoney) and identify success factors for becoming an executive and leader in a marketing role. You need to also view the guest lecture video by our Business Librarian, Jo Ann Henson, on the library resources available to you for your research on the market plan. You will do our first case study on Starbucks by posting your thoughts on the major questions and issues in the case in Bb.

Upon completion of this module, you will be able to,

- Identify processes for segmentation, targeting and positioning for products and services and apply them to your market plan paper.
- Finalize approval for the product, firm and industry that you will be studying in your market plan if you have not done so.
- Understand the library resources available by reviewing the video(s) by Jo Ann Henson, our Business Librarian, on our databases and library support for your market plan
- Be able to access the library resources and complete and submit the research worksheet on your product.
- Identify from two videos of role models who have been Chief Marketing Officers successful approaches to market planning and begin to emulate these as you begin to formulate your market plan.

Week 3: Target Marketing and Branding | June 15-June 22, 2020 Part 1 of Paper?

In this module, you will learn how to apply target marketing and branding to achieve your marketing goals. The readings are chapters 7 and 8 with associated quizzes. The case discussion is on BMW Films. There is also a current reading from HBR on a team format for facilitating the Branding of products and services.

Upon completion of this module, you will be able to,
o Describe how defining your market segments and selecting your target market informs branding processes.
o Define and apply methods and terms, e.g. the difference between customer equity and brand equity.
o Apply the brand development matrix in the HBR reading by making posts to the discussion board on branding for GMU
o Apply the canvas strategy and other approaches from Blue Ocean Strategy to differentiate products and services for market plans

Week 4: Positioning and Competition | June 22-June 29, 2020

In this module you will begin to define the performance differences for your product versus the competitor(s).

These performance differences are organized around the 4P’s that are the framework for study throughout the rest of the course, e.g. product and/or services, price, place (distribution), and promotions. Understanding performance differences helps to identify the strengths, weaknesses, opportunities and threats or SWOT analysis for the product or services in your market plan.

Upon completion of this module, you will be able to,
o Position the offer and product or service image to occupy a distinctive place in the minds of the target market.
o Define the competitive frame of reference for the brand and its category membership.
o Identify competitive points of parity and points of difference for the product and/or services and use marketing tools, such as perceptual maps, to identify branding opportunities.
o Identify branding strategies, e.g. individual or separate family brand names in the firm or an umbrella or overarching firm strategy to be applied to the brand in the market plan.

Week 5: Products and Services | June 29-July 6, 2020

This module focuses on setting product and/or service strategies. Readings are Chapters 9 and 10 with associated chapter quizzes. The case study is on Apple and product development and innovation.

Upon completion of this module, you will be able to,
o Define the categories and characteristics of products and services that can differentiate the firm’s offers.
o Integrate packaging, labeling, warranties, guarantees, co-branding, ingredient branding and other elements into the overall brand image and position.
o Use customer lifetime value and product life cycle analyses to develop marketing goals and objectives for products and services, to include new, growth, mature or declining market opportunities and plans.
o Analyze product mix and product lines to identify appropriate strategies for growth, profitability, harvesting, etc. enhancing performance of the portfolio for the firm, e.g. BCG matrix and other tools.
o Synthesize these concepts and apply to the analysis of a case study on Apple.
o
Week 6: Price and Distribution | July 6 –13

This module is on developing pricing strategies and programs based on a step-wise approach. The readings are chapters 12 and 13 with the associated chapter quizzes. The case analysis is on Zara and focuses on distribution. The adaptation of existing prices and associated competitive responses are identified. Further designing and managing integrated marketing channels including distribution, e-commerce and m-commerce are discussed. The case analysis is on Zara in the Discussion Board.

- Define the steps and alternatives in developing prices.
- Review the options for adaptation of existing prices and the possible impact on competitors’ actions and the market.
- Define marketing channel systems for business and consumer markets and the value-added of various players in the channel.
- Analyze the pro’s and con’s of a 0 level through a 4 or 5 level channel.

Week 7: Promotion | July 13-20

This module is on designing and managing integrated marketing communications (IMC), mass communications and digital communications. The readings are chapters 14, 15, and 16 with associated chapter quizzes. The case study is on Google and is in the Discussion Board. The online Exam 2 is closed book and to be completed on July 20 by 11:59 PM.

- Describe the role of marketing communications—the steps in developing, selecting and evaluating platforms.
- Describe the advantages and disadvantages of major media types.
- Discuss the pro’s and con’s of online marketing.
- Define important uses and guidelines for social media, word of mouth, mobile and digital marketing campaigns.

Week 8: Wrap-up and Final Market Plan | July 21

This is the last day of classes for the Summer Session B and the final Market Plan is due in Bb by 11:59 PM on July 21.

Additional Information

Summer session crams a 15- week regular semester into 8 weeks so you will have to keep up with the course 2 times faster than a regular semester. This course is 100% online, so make sure your computer access meets SBUS requirements:

This course generally requires the Respondus browser and webcam for quizzes or exams. Go to here and scroll to laptop policy -

https://business.gmu.edu/undergraduate/current-students/policiesproceduresforms/
Graded Assignments

The total points are 1000 points with the following graded assignments:

Case Study Analyses and Discussion Board Participation  
250 Points

Chapter Quizzes - Exam  
428 Points

Market Plan

• On Time Submission and approval of Product, Firm, Industry  
  22 Points
• Market Plan Part 1 Paper  
  150 Points
• Market Plan Part 2 Paper  
  150 Points

Total  
1,000 Points

Grade Scale

Your final grade for the course will depend on the total number of points you earn:

<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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<td>900 – 929 points</td>
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<td>3.7</td>
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<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>830 – 869 points</td>
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<tr>
<td>800 – 829 points</td>
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<td>770 – 799 points</td>
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<td>700 – 769 points</td>
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<td>600 – 699 points</td>
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<tr>
<td>Below 600 points</td>
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## Schedule

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Lessons</th>
<th>Assignments</th>
<th>Due Date</th>
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<tbody>
<tr>
<td><strong>Week 1</strong>&lt;br&gt;June 1 – June 7 (11:59 PM)</td>
<td>Marketing Overview and Course Introduction&lt;br&gt;Read Syllabus and Course Info&lt;br&gt;View Librarian Video by Jo Ann Henson&lt;br&gt;Read Textbook Chapters 1-3&lt;br&gt;View Video Lectures Chapters 1-3&lt;br&gt;Harvard Business Course Pack: 1) Read Managing Stakeholders with Corporate Social Responsibility 2) Read/do the Tutorial Case Analysis Coach</td>
<td>Post your introduction on Bb of your name and three expectations for class, Respond to two classmates.&lt;br&gt;Complete Quizzes on Chapters 1-2&lt;br&gt;Post Name of <strong>Product and/or Services, Firm &amp; Industry</strong> for Market Plan Paper on Bb for approval&lt;br&gt;Complete non-graded exercise on Marketing by the Numbers (Breakeven Analysis)</td>
<td>June 4th post by 11:59 PM; Respond to two others’ responses by June 7th at 11:59 PM</td>
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<tr>
<td><strong>Week 2</strong>&lt;br&gt;June 8–June 14 (11:59 PM)</td>
<td>Customer Service and Segmentation, Targeting and Positioning&lt;br&gt;Read Textbook Chapters 4-6&lt;br&gt;View Video Lectures Chapters 4-6&lt;br&gt;View 2 Videos Marketing Exec’s: Steve Jobs and Tim Mahoney&lt;br&gt;Harvard Business Course Pack: Analyze the Starbucks case</td>
<td>Complete Quizzes on Chapters 3-6&lt;br&gt;Post your analysis to the questions on the Starbucks Case on Discussion Board&lt;br&gt;Approval for firm should be finalized; focus on research on the current environment</td>
<td>June 14th 11:59 PM</td>
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<tr>
<td>Week</td>
<td>Date Range</td>
<td>Task Description</td>
<td>Due Date</td>
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<td>Week 3</td>
<td>June 15-June 21</td>
<td>Continue the development of Market Plan Part 1 and situation. See Market Plan Directions for Part 1.</td>
<td>June 21st 11:59 PM</td>
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<td></td>
<td>June 15-June 21</td>
<td><strong>Target Market(s) and Branding</strong> Begin to read textbook Chapters 7 and 8 Complete the development of Market Plan Part 1 Submit Market Plan Part 1</td>
<td>June 21&lt;sup&gt;th&lt;/sup&gt; 11:59 PM</td>
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<tr>
<td>Week 4</td>
<td>June 22-June 28</td>
<td><strong>Positioning and Competition</strong> Review textbook and videos Chapters 7 – 8 continued Harvard Business Course Pack: 1) Analyze the BMW Films case study 2) Read article--What Does your Corporate Brand Stand For? Complete Quizzes for Chapters 7 and 8 Post your analysis to the questions on the BMWCcase on Discussion Board</td>
<td>June 28&lt;sup&gt;th&lt;/sup&gt; 11:59 PM</td>
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<td>Week 5</td>
<td>June 29-July 5</td>
<td><strong>4P's --Products and Services</strong> Read textbook Chapters 9-10 View Video Lectures Chapters 9-10 Harvard Business Course Pack: Analyze the Apple case study Complete Quizzes on Chapters 9-10 Post your analysis to the questions on the Apple Case on Discussion Board</td>
<td>July 5&lt;sup&gt;th&lt;/sup&gt; 11:59 PM</td>
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<td>Week 6</td>
<td><strong>4P’s Price &amp; Place (Distribution)</strong></td>
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<td>July 6-12</td>
<td>Read textbook Chapters 11-12</td>
<td>Complete Quizzes on Chapters 11-12</td>
<td>July 12th 11:59 PM</td>
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<td>View Video Lectures on C. 11-12</td>
<td>Post your analysis to the questions on the Zara Case on Discussion Board</td>
<td>July 12th 11:59 PM</td>
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<tr>
<td></td>
<td>Harvard Business Course Pack: Analyze the Zara case study</td>
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<tr>
<td>Week 7</td>
<td><strong>4P’s Price &amp; Place (Distribution)</strong></td>
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<td>July 13-19</td>
<td>Read textbook Chapters 13-15</td>
<td>Complete Quizzes on Chapters 13-15</td>
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<td></td>
<td>View Video Lectures on C. 13-15</td>
<td>Post your analysis to the questions on the Google Case on Discussion Board</td>
<td>July 19th 11:59 PM</td>
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<td>Harvard Business Course Pack: 1) Analyze the Google case study 2) Review the article: Marketing in the Age of Alexa</td>
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<tr>
<td>Week 8</td>
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<td>Final Market Plan Paper</td>
<td>July 21st 11:59 PM</td>
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<td>July 20</td>
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**Course Policies and Support Services at GMU**

Course policies and support services at GMU and the School of Business are given in links in the online course. Please refer to all of them including the Honor Code and Office of Academic Integrity information. The recommended sanctions for violation of the Honor Code are Attachment 1 to this document and follow:
Honor Code

We abide by the George Mason University Honor Code in the School of Business and in this course. In addition to the guidelines within this online course information on our Honor Code and the Office of Academic Integrity, attached are the recommended sanctions for the School of Business for any Honor Code violations.

Attachment 1: Academic Integrity Guidelines

| School of Business Recommendations for Honor Code Violations |
| Approved May 2016 |
| UG-Non Freshman Students (including transfer students) |

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

Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.