COURSE TITLE: Basic Marketing Management
COURSE NO: BADM 3401 Section 15 Fall 2015
COURSE TIME: T/Th 12:45 - 2:00pm
COURSE LOCATION: T Duques 255/Th Rome 204
PREREQUISITES: STAT1051/53 and ECON 1012

INSTUCTOR: Christie J Susko, MBA
OFFICE: Funger Hall-Department of Marketing – 301
OFFICE HOURS: By Appointment
PHONE: 703-608-6554
EMAIL: Susko@gwu.edu
TWITTER: @ChristieSusko
HASHTAG: #BADM3401

COURSE DESCRIPTION: The Basic Marketing Management course provides an introduction to basic marketing concepts and methods as they relate to the overall business strategy from the viewpoint of the customer. During this course, students will gain an understanding of the marketing management process.

REQUIRED TEXTS:
TITLE: Principles of Marketing
AUTHOR: Kotler, P. and Armstrong, G.
EDITION: 16th
COPYRIGHT YEAR: 2016
PUBLISHER: Pearson Education
ISBN 13: 9780133084047

RECOMMENDED READINGS:
The Wall Street Journal, Business Week, Fortune, Inc. and other marketing periodicals, such as the Marketing News, Journal of Marketing, Sales and Marketing Management, and Advertising Age. These are great sources for your current event/marketing news of the week assignments.

COURSE OBJECTIVES:
✓ Understand the strategic marketing process and the environmental factors that impact marketing decisions
✓ Understand and apply concepts of market segmentation, targeting and positioning
✓ Understand and apply the concepts of marketing mix, product/service mix
✓ Understand how consumers process/evaluate prices (price vs value)
✓ Understand the development and implementation of integrated marketing communications and the tools companies use to make marketing decisions and to develop a comprehensive marketing plan
✓ Develop the student’s ability to think analytically and strategically when addressing marketing problems
✓ Apply analytical and problem solving skills you have learned to real-life business situations

COURSE MATERIAL:
The textbook, lecture materials, guest lectures and case studies provide the information you will study outside of class. Students are to read and study materials throughout the semester. The material presented in class will supplement the basic concepts presented in the text.

CLASS FORMAT AND EXPECTATIONS:
Classes will consist of a combination of lectures, short case discussions, short presentations and group exercises and are essential elements of class. Lectures are not designed or intended to cover all the assigned text material but rather supplement the textbook and highlight key concepts.

GRADING COMPONENTS:
Your grade is based on a combination of individual performance and group assignments. Each student must contribute equally to team assignments. A peer evaluation must be uploaded to Blackboard within 24 hours of completion of the case study presentation. If peer evaluations are not received, the student will have 5 points deducted from the overall team grade. Peer evaluations are important to ensuring all team members are contributing. Peer evaluation forms are posted in Blackboard and remain confidential.

Class participation (20%)
You are expected to attend all classes to successfully complete this course. If you don’t attend class, you cannot participate. Repeated late arrivals and absences are detrimental to a student’s ability to keep up with the course work. Whether excused or not, excessive absence, may result in 0% participation score and may lead to a failing grade.

Each student must bring a current event (“marketing news of the week”) to each class and be prepared to apply marketing theory to this current event. This will help students practice applied thinking. Individuals may volunteer or will be selected to present their current event during a given class. Students must also prepare a 1-page (or less) summary of the readings of each chapter and upload to Blackboard prior to the class that covers that chapter.

Creative Advertising Team Project (10%)
Students, in teams of 4-6 individuals, will create a TV commercial for a product/service identified by the team. The video should be appropriate for network TV and for class. After your team shows your video, your team will provide a brief presentation (3-5 minutes) that highlights the benefits of the ad. The main emphasis should be on the ads consistency with the firm’s positioning of the product/services for the target market.

Exams (40% or 10% each)
Each exam will focus on the textbook, assignments, and class lectures. All exams are in a multiple choice, fill-in the blank, essay and/or true/false format. Make-up exams will only be given in extreme cases. Students must obtain approval from the instructor prior to the scheduled exam time.

Group Project – Integrated Marketing Plan (30%)
Marketing strategy involves identifying one or more target market and developing and maintaining a marketing mix that attract and retain engagement with this target market. One of the most effective ways to create a marketing strategy is to conduct a marketing audit, which is a snapshot of the market situation today.
Each team, composed of 4-6 individuals, will conduct a marketing audit on your choice of a specific product or service from any business. You must learn all you can about the company and the industry through published sources (such as annual reports, websites, media reports about the company, etc) and by using other techniques, such as attending company webinars or talking with knowledgeable professionals. Do not rely solely on company-produced material but rather consult a number of outside sources as well. Verify the source of any information and use non-Internet sources. Proper citation of all sources is mandatory.

You must submit the name of the company at the end of the second week for approval. Late projects will not be accepted. It is your responsibility to coordinate with your group members to complete the project on time. Keep a copy of your paper and presentation for your records.

Students may submit project updates throughout the semester. These updates are not graded but serve as an indicator of your progress. Students submitting updates may receive general feedback. Updates are brief summaries of material you will include in your final report.

Final presentations may have no more than 15 slides. Deliver 1 hard copy and email a soft copy of the presentation to the instructor prior to the start of class. Marketing plan presentations should be 20 minutes or less of class time and include equal participation by all team members.

GRADING SUMMARY:

Your grade will be determined on your performance of the activities below.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class discussion/participation/current events</td>
<td>20%</td>
</tr>
<tr>
<td>Individual assignments/Exams (4)</td>
<td>40%</td>
</tr>
<tr>
<td>Group assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>30%</td>
</tr>
</tbody>
</table>

93% and above = A  
83 – 86.99% = B  
73 – 76.99% = C  
Below 60% = F

90 – 92.99% = A-  
80 – 82.99% = B-  
70 – 72.99% = C-  
60- 69.99% = D

87– 89.99% = B+  
77– 79.99% = C+

The basis for the grade for this course will include the above measures and weights. Regardless of the percentages, failure to adequately complete all requirements for the course may impact the student’s final grade. Your grade will be determined solely on your performance of these activities. Factors outside of coursework will not be considered (GPA, personal troubles, etc). Remember to keep all assignments in case of any grade disputes as the burden of proof lies with you. If you have a physical or learning disability that may impact your ability to complete the required assignments, please let me know as soon as possible so we can make necessary accommodations.
COURSE POLICIES:

1. **Readings.** Students are expected to read the assignments including chapters prior to class and thus, be fully prepared to participate in class discussions.

2. **Class Participation.** You are expected to attend class and are responsible for the academic consequences of absence. You are responsible for obtaining notes for any material due to class absence. Students are responsible for completing assignments, obtaining notes and any handouts, and keeping themselves informed of any announcements made in class, irrespective of attendance. Being on time to each class period is critical to your success in this class. Because this class is based in large part on discussions and presentations, late arrivals are extremely disruptive and unprofessional. If you have a valid reason for missing part or all of a class (illness, family emergency, religious celebration, etc.), e-mail me at susko@gwu.edu prior to class to explain your absence. Verification may be requested. If you are habitually tardy or absent, this will result in a 0% class participation grade. Other unacceptable class conduct includes early departures, sleeping in class, reading extraneous material in class, and initiating/participating in sidebar discussions. Every student is expected to be prepared to discuss assigned material. Ideally, you will volunteer your contributions. I reserve the right to call on you, however. Feel free to use office hours to discuss course and/or non-course subjects that can enhance your experience in this course.

3. **Assignments.** The quality of your writing, precision of thought, organization and neatness/appearance of your work will be factors considered in grading. INCORECT GRAMMAR, TYPOS OR MISSPELLINGS WILL RESULT IN LOWERING YOUR GRADE, SO PLEASE PROOFREAD ALL PAPERS OR PROJECTS. All assignments must be computer/word-processed. Font size should be no smaller than 11pt. Double space to allow for comments and feedback. All margins should be at least 1”. Papers should be properly secured or stapled so that loose papers will not occur. (Paper-clipped papers will be not accepted). Include a header and/or footer on each page with key information such as name, page number, assignment, class and date. Paper appearance is part of the grade. As well, citations or references to all content sources are a critical part of grading. As in the business world, due dates will be strictly enforced. PAPERS ARE DUE IN HARD COPY AT THE BEGINNING OF CLASS (IN CLASS, NOT IN MY OFFICE MAILBOX) ON THE SPECIFIED DAY. PAPERS MUST ALSO BE UPLOADED TO BLACKBOARD PRIOR TO THE START OF CLASS ON THE SPECIFIED DAY. POSSIBLE BREAKDOWN OF EQUIPMENT (COMPUTERS) IS NOT A JUSTIFIED EXCUSE. Papers handed in late will be down graded. Regardless of the delay, however, all assignments must be completed, or a failing grade will result for the course. All team member names should be on the cover page of all reports - and all team members, therefore, bear the responsibility for the contents. Team papers are expected to be the work of all team members, just as an individual paper is to be the work of the identified individual. This means that the team members need to set meeting times convenient for all members, and that all individuals need to respect and follow these arrangements. It is also assumed that all team members are contributing as much as possible to their team effort. If severe difficulties occur with the group, please see the professor to discuss alternative arrangements. Many times, switching groups is highly recommended! If a team member is still not contributing sufficiently to the team’s assignment, then that team member may be required to leave the team, and complete the assignment individually. **Do not wait until the project is due to discuss possible team problems—catch any problems as early as possible!**

4. **Extra Credit Opportunity.** 1% Extra Credit is available through participation in the GWSB subject pool (gwsb.sona-systems.com). Students will receive credit for participating in a study conducted through the GW School of Business’ subject pool. Studies that range between 5 – 30 minutes to complete earn 0.5 credit; studies that range between 31 – 60 minutes to complete earn one credit. One study credit = 1% extra credit. There is no guarantee on the number of studies run in a semester or when in the semester studies will be offered. Each credit earned can be applied to one (and only one) class. So, if you are taking another class that also offers (extra) credit for participating in the GWSB subject pool, you can only apply the credit to one class, NOT both. Note: To maintain students’ anonymity, the subject pool system is not linked to Blackboard or any other GW system. Students are given a subject ID which is to be used as their only identifier in all studies. The link between GWID and subject ID is only available to the subject pool administrator.
5. **Distractions.** All cell phones, iPods and similar electronic devices must be turned off during class hours. Laptops and tablets are permitted if these are used for note taking.

6. **Due Dates.** As in the business world, due dates will be strictly enforced. Papers are due at the beginning of the class on the specified date. Papers handed in late will have 5 points deducted for each 24-hour period. All papers must be completed or a failing grade will be assigned. All assignments are due on the dates indicated on the syllabus. Late assignments or emailed assignments will not be accepted, unless you receive prior approval from me.

7. **Make-up exams.** Make-up exams will only be permitted as required by University Policy. Therefore, you must have a University approved excuse (e.g. Doctor’s excuse or University sponsored event.) You must notify me 24 hours prior to the scheduled exam to explain why you miss the exam (and also provide the University approved excuse when we meet the next time as a class). Once proper documentation is provided, a make-up exam date will be scheduled. Exam answer keys will be made available once all students have taken the exam.

8. **Grade Appeals.** Any questions or appeals about grades must be made in writing within 7 days after the assignment/exam grade has been returned.

9. **Cheating.** Any form of bribery, cheating, lying, or plagiarism will not be tolerated. This applies to exams, quizzes, and assignments. All students are expected to adhere to the University’s Code of Academic Integrity. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. On each exam and assignment, you will be asked to sign the following pledge: “I pledge on my honor that I have not given nor received any unauthorized assistance on this exam/assignment.” Doing any of the aforementioned actions is considered a violation of the Code of Academic Integrity. Any violation of academic integrity (cheating, plagiarism and all other similar/related violations of the GWU academic dishonesty policy) will result in failing the course and/or more severe action.

10. **Accommodations/IEP.** Any student with special needs (e.g. documented learning or physical disabilities that may impact performance) should discuss this with me at the start of the course. This information will be kept confidential.

**COMMUNICATION:**

- For non-urgent matters, email is best (use the above email address). I will respond within 24-48 hours.
- For urgent matters (please keep these to a minimum), send a text message with your full name to 703-608-6554. I will respond ASAP, during the hours of 9am to 9pm.
- Please verify your email address in Blackboard is correct, as this will be the contact email I use if I need to contact you.
- Slides, study guides and supplements to course material will be posted on Blackboard. No hard copies will be handed out so please make arrangements to have a digital or hard copy if you prefer to take notes in this manner.
<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics</th>
<th>Prior to Class Reading</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>September 1</td>
<td>Introduction and Course Overview</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Creating and Capturing Customer Value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>September 3</td>
<td>Company and Marketing Strategy</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>September 8</td>
<td>Analyzing the Marketing Environment</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>September 10</td>
<td>Managing Marketing Information and Research</td>
<td>4</td>
<td>Teams Formed/ Company Name</td>
</tr>
<tr>
<td>T</td>
<td>September 15</td>
<td>Exam 1 (Chapters 1-4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>September 17</td>
<td>Consumer Buying Behavior</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>September 22</td>
<td>Business Buying Behavior</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>September 24</td>
<td>Target Markets, Segmentation and Positioning (via BB)</td>
<td>7</td>
<td>Blackboard</td>
</tr>
<tr>
<td>T</td>
<td>September 29</td>
<td>Product, Services, and Brands: Building Customer Value</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>October 1</td>
<td>Exam 2 (Chapters 5-8)</td>
<td></td>
<td>Exam</td>
</tr>
<tr>
<td>T</td>
<td>October 6</td>
<td>Creating Competitive Advantage</td>
<td>18</td>
<td>Guest Lecture/BB</td>
</tr>
<tr>
<td>Th</td>
<td>October 8</td>
<td>Teams Meet – Provide Update on Marketing Plan Project</td>
<td></td>
<td>Write Up</td>
</tr>
<tr>
<td>T</td>
<td>October 13</td>
<td>The Global Marketplace</td>
<td>19</td>
<td>Guest Lecture/BB</td>
</tr>
<tr>
<td>Th</td>
<td>October 15</td>
<td>Sustainable Marketing: Social Responsibility and Ethics</td>
<td>20</td>
<td>Guest Lecture/BB</td>
</tr>
<tr>
<td>T</td>
<td>October 20</td>
<td>New-Product Development and Product Life-Cycle Strategies</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>October 22</td>
<td>Pricing: Understanding and Capturing Customer Value</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>October 27</td>
<td>Pricing Strategies: Additional Considerations</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>October 29</td>
<td>Marketing Channels: Delivering Customer Value</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>November 3</td>
<td>Retailing and Wholesaling</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>November 5</td>
<td>E-Marketing, Digital Media, and Social Networking</td>
<td></td>
<td>No assigned reading</td>
</tr>
<tr>
<td>T</td>
<td>November 10</td>
<td>Integrated Marketing Communications</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>November 12</td>
<td>Advertising, Public Relations and Digital Media</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>November 17</td>
<td>Exam 3 (Chapters 9-13)</td>
<td></td>
<td>Exam</td>
</tr>
<tr>
<td>Th</td>
<td>November 19</td>
<td>Personal Selling and Sales Promotion (via BB)</td>
<td>16</td>
<td>Blackboard</td>
</tr>
<tr>
<td>T</td>
<td>November 24</td>
<td>Direct and Online Marketing: Building Direct Customer Relationships</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>November 26</td>
<td>Thanksgiving Holiday</td>
<td></td>
<td>No Class</td>
</tr>
<tr>
<td>T</td>
<td>December 1</td>
<td>Course Review</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Th</td>
<td>December 3</td>
<td>Marketing Audit Presentations</td>
<td></td>
<td>Projects Due</td>
</tr>
<tr>
<td>T</td>
<td>December 8</td>
<td>Marketing Audit Presentations</td>
<td></td>
<td>Projects Due</td>
</tr>
<tr>
<td>T</td>
<td>December 15</td>
<td>EXAM 4 (Chapters 14-17)</td>
<td></td>
<td>FINAL EXAM</td>
</tr>
</tbody>
</table>
**APPENDIX – UNIVERSITY POLICIES**

**Adverse Weather Conditions**
If it appears that snow, ice or extreme cold might affect the University class schedule, call (202) 994-5050 for a taped message about whether classes are canceled or not, or click on the "Campus Advisories" link at the bottom left corner of the front page of the GW Website, [http://www.gwu.edu/](http://www.gwu.edu/)

**Disability Services**
Any student who feels s/he may need special accommodation based on the impact of a disability should contact the Instructor privately to discuss specific needs. Please also contact the GW Disability Support Services office at 202-994-8250 in the Marvin Center, suite 242, to establish eligibility and to coordinate reasonable accommodation. For additional information, please see: [http://gwired.gwu.edu/dss/](http://gwired.gwu.edu/dss/)

**Classroom Emergency Preparedness and Response Information**

**To Report an Emergency or Suspicious Activity**
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

**Evacuation**
We will *always* evacuate if the fire alarm sounds or if the building we are in becomes unsafe. In the event of an evacuation, please quickly gather your personal belongings (purse, keys, cell phone, computer, GWorld card, etc.) and proceed to the nearest exit. Do not use the elevator.

There should be at least two ways out of all classroom buildings. Once we have evacuated the building, proceed to: front of Funger Hall or Duques Hall (or the front of building where our classroom is located), directly across the street from the main exit. If the first location is unavailable, we will meet at: front of Gelman Library, H and 22nd Sts. NW.

**Alert DC**
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how. Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories [http://CampusAdvisories.gwu.edu](http://CampusAdvisories.gwu.edu) or by calling the GW Information Line at 202-994-5050.

**Academic Integrity**

You are expected to abide by the George Washington University Code of Academic Integrity:

Academic Integrity—The University community, in order to fulfill its purposes, must establish and maintain guidelines of academic behavior. All members of the community are expected to exhibit honesty and competence in their academic work. Incoming students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking examinations. Members of the community will be presumed to be familiar with the proper academic procedures and held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted
through the proper University channels. Copies of the University Code of Academic Integrity can be obtained from all department chairs, all academic deans, the Registrar, and the Vice President for Academic Affairs.

This can also be found at: http://www.gwu.edu/~bulletin/grad/unrg.html
Personal Information Sheet: BADM 3401.15 Spring 2015

Name: ________________________________________________

ID#: ___________________________ Phone #: ___________________________

Preferred e-mail address (print clearly, lower case): ___________________________

Expected Graduation Date: ___________________________

“I have read the syllabus thoroughly. I understand and agree to the requirements associated with this course.”

___________________________________________