DEPARTMENT OF MARKETING

COURSE#: BADM3401

SEMESTER: Paris, Fa112015

COURSE TITLE: Basic Marketing Management

COURSE TIME: Monday, Tuesday, Wednesday, Thursday 9:15AM-12:15PM (to be revised as needed)
Friday, September 11 and 18 are reserved for site visits.
September 7, 14, 28: C907 9 rue de Ia chaise
September 8, 9, 15, 16, 22, 23: J208 13 rue de l'universite
September 10, 17, 24: J210 13 rue de l'universite
September 25: Final Presentations:
Time and location TBA

OFFICE HOURS: Scheduled by appointment. You can always contact me via email. I'm very good at getting back to you, especially late at night!

COURSE DESCRIPTION:

The purpose of this course is to discuss the role of marketing in business. Marketing analysis, consumer behavior, product planning, distribution, pricing, and promotional decision-making are integral parts of the course. Examples from the U.S. and France will be integrated throughout the course lectures and projects.

PREREQUISITES: Econ 11 and 12; Stat 51

PROFESSOR: Dr. Lynda M. Maddox
Professor of Marketing and Advertising
Email: maddox@gwu.edu

REQUIRED TEXTS:


For Course Smart ebook:
http://www.coursesmart.com/IR/1 047061/9780134166360? hdv=6.8
RECOMMENDED READINGS:

Marketing is a discipline that requires a broad worldview. You should make it your business to read the Wall Street Journal, The New York Times, and any other newspapers. I'd suggest that even if you don't speak French, you should look at French newspapers and magazines. You will learn a lot.

Additionally, try to watch television, visit shops and stores and just observe people. Notice how they are similar and different from American consumers. Keep a notebook and write down your observations. We'll talk each day about "what's new different and interesting."

RECOMMENDED:

All students interested in Marketing are strongly urged to join Capitol Advertising, American Advertising Federation's GW Chapter. Please consult Cap Ad officers, Jackie Susuni jackiesusuni@gwmail.gwu.edu and/or Cassidy Moriarty cassimori@gwmail.gwu.edu for applications and activities. Cassidy was in last year's GW Paris class.

COURSE OBJECTIVES:

1. To introduce the students to the philosophy of marketing.
2. To develop a balanced view of marketing.
3. To instill an appreciation of the complexities of marketing and its position in society and the economy.
4. To expose the student to international and service marketing.
5. To acquaint the student with the nature of interrelationships of managerial, product, distribution, promotion, and pricing decisions.

LEARNING OUTCOMES:

Students who complete this class will:

1. Be able to understand and speak intelligently about Marketing.
2. Develop and/or evaluate a marketing plan.
3. Think more strategically than before taking this class.
4. Learn how to manage information better when developing written and oral presentations.
5. Be better at making oral presentations.

METHOD OF INSTRUCTION AND PREPARATION FOR CLASS:

Class sessions will consist of lectures, discussion, and student presentations. Lectures will supplement the textbook, so students should be sure to keep up with the reading. Students are also encouraged to participate in class. Finally, take full advantage of the Paris experience. Consume French media, window shop, people watch-all this will help you with Marketing.
You are responsible for all material presented in class, including announcements about class schedules and/or changes. Class attendance is mandatory.

METHOD OF EVALUATION/GRADERS:

1 exam-- 20%
3 Oral Presentations -- 45%
Executive Summary -- 25%
Class Attendance and Participation -- 10%

The examination for the course will include both short answer and multiple-choice questions. Material for exam questions will be based on both class lectures and the text. Approximately 25% of the questions are based exclusively on class material, 25% exclusively from the text and the rest on material covered both in class and in the text.

The project involves working in a team to develop a marketing plan. You should select a French product or service that would like to see marketed in the United States. Throughout the semester, you will make recommendations about different aspects of the marketing plan.

Students will make 3 oral presentations of their project. You will receive feedback on both content and presentation. Your grade on the oral presentations will be based upon two things: (1) your group presentation; and (2) your peer evaluations. Peer evaluations must be submitted after each presentation using forms provided by the professor. Your individual grade on each presentation will be based upon your group's presentation and the team's evaluation of you.

Each group must also submit a final well-written two page executive summary. Again, students will be evaluated on the executive summary as a whole as well as on peer evaluations.

COURSE REQUIREMENTS:

Class sessions will be supplemented by visits to companies, retail locations or other sights. These are tentatively scheduled for Fridays, but other times are possible. You'll be given a schedule each week. Be prepared to be flexible. Site visits are mandatory (and wonderful!)

Participate to the fullest! Class attendance is mandatory. This includes Fridays and all site visits. Absences must be approved ahead of time. No "after the fact" excuses will be accepted.

All team members are responsible for the oral presentations and the final written executive summary. You will be evaluated on your content as well as your ability to work as a team. Students should use peer evaluations to provide feedback to team members at regular intervals. Focus on what each team member can do to improve the group experience.
The quality of your writing, precision of thought, organization and neatness/appearance of your work will be factors considered in grading. TYPOS OR MISSPELLINGS WILL RESULT IN LOWERING YOUR GRADE, SO PLEASE PROOFREAD ALL PAPERS OR PROJECTS. MISSPELLING OF A PRODUCT, BRAND OR COMPANY NAME RESULTS IN AUTOMATIC FAILURE.

### COURSE OUTLINE

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>September?</td>
<td>Marketing Defined</td>
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<td>Marketing Strategy</td>
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<td>Project Introduction</td>
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<td>Read: Chapters 1, 2</td>
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<td>September 8</td>
<td>The Marketing Environment</td>
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<td>Situation Analysis</td>
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<td>Competitive Analysis</td>
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<td>Read: Chapters 3, 4, 18, 19, 20</td>
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<td>September 9</td>
<td>Consumer Behavior</td>
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<td>Consumer and Business Markets</td>
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<td>Read: Chapters 5, 6, 7</td>
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<td>September 10</td>
<td>Marketing Research</td>
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<td>Read: Be sure you're caught up with the reading.</td>
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<td>Don’t get behind in this compact course format!</td>
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<td>September 11</td>
<td>Site Visit #1 Champagne association (CIVC) and</td>
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<td>Champagne De Castellane</td>
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<td>September 14</td>
<td>Oral Presentation #1</td>
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<td>September 15</td>
<td>Segmentation and Positioning</td>
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<td>Read: Chapter 14</td>
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<td>September 16</td>
<td>The 4 Ps: Product Variable</td>
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<td>Product Life Cycle</td>
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<td>Branding</td>
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<td>Packaging</td>
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<td>Read: Chapters 8, 9</td>
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September 17
The 4 Ps: Pricing
Read: Chapters 10, 11

September 18
Site Visit #2 to TBWA from 2 p.m, to 5 p.m.

September 21
Oral Presentation #2

September 22
The 4 Ps: Integrated Marketing Communications
Read: Chapters 14, 15

September 23
Personal Selling
Direct Marketing
The 4 Ps: Charmels of Distribution
Internet
Relationship Marketing
Read: Chapters 12, 16, 17

September 24
Kristin Fitzharris, Marketing Director from Ferrero Rocher and GW MBA for final company visit
(Schedule likely to change. Will keep you posted.)

September 26
Final Presentations. Time and location TBA.

September 29
Exam
Final Executive Summary Due with Peer Evaluations
Farewell

Professor's Bio

Lynda M. Maddox is a Professor of Marketing and Advertising at The George Washington University. Her expertise includes marketing, advertising, consumer behavior, traditional and Internet market research, and focus group moderation and training. In addition to teaching at GW, Lynda frequently teaches abroad in Thailand, Sweden and now in GW's Paris Program at Sciences Po. Dr. Maddox has published in numerous professional and scholarly journals, including The Journal of Advertising Research, The Journal of Pharmaceutical Marketing, The Journal of Product and Brand Management, Journalism Quarterly, Business Journal, Current Issues and Research in Advertising, and Marketing News. She has appeared on CNN, CNNfn, Good Morning America, Fox Morning News, and on NBC News talking about her expertise in marketing and advertising. Dr. Maddox was also been quoted in the USA Today, The Christian Science Monitor, Investor's Business Daily, The Washington Post and other state and local publications. Dr. Maddox is also a past chair of the academic division of the American Advertising Federation and serves on the
executive committee. Her team has won the National Student Advertising Competition in District 2 many times and has won Nationals once. She is also a member of the American Marketing Association and the American Academy of Advertising. Dr. Maddox is a frequent speaker at professional and academic conferences including AAA, AMA, ARF, and the Academy of Marketing Science. Lynda serves as a consultant to a variety of domestic and international clients and is on the board of Digita! Biz Corporation. She has been listed in Who's Who in Advertising, and Who's Who in the East. In 2013, she was awarded the Distinguished Advertising Educator Award by the American Advertising Federation. Lynda holds a bachelor's and master's degree from The Pennsylvania State University and a doctorate from Southern Illinois University.