Course Description

Effective marketing has always been vital to the continued success and growth of organizations. In the 21st century, the potentially global instantaneous reach and impact of actions makes effective marketing even more vital. For students of Business Administration, a strong foundation in Marketing is essential, a prerequisite to their success in the market place.

Our course is aimed at introducing you to the basics of Marketing — the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

Effective Marketing comprises a set of tasks, from understanding your markets, developing marketing strategies and plans for your product offerings, to creating and establishing unique and valuable identities for them, building, communicating and delivering the promised values of your offerings to your customers, thus making successful long-term growth more likely. Our course will familiarize you with all these.


It is NOT mandatory, but it is recommended you get a hard copy of the text book. My experience is that students with digital copy find it a little more challenging when taking open text/notes examinations.

Course Objectives

The main learning objectives of this course are:

✓ Understand the concept of marketing and the environmental factors that impact marketing decisions
✓ Understand the need for and the major steps in doing strategic and marketing planning
✓ Understand key characteristics of different types of markets
✓ Understand and apply concepts of market segmentation, targeting and positioning
✓ Understand and apply the concepts of marketing mix, product/service mix
✓ Understand the ‘4 Ps’ of marketing
✓ Understand how consumers process/evaluate prices (price vs value)
✓ Understand channel management and supply chain design/management
✓ Understand development and implementation of integrated marketing communications
✓ Apply analytical and problem solving skills you have learned to real-life business situations

Class Format and Expectations

Classes will combine lectures, short case discussions, short presentations and a few group exercises. Lectures are NOT intended to cover the assigned text material; they are supplementary, and will highlight key concepts. Class room discussions and the short presentations of text cases, other assigned activities (including development and presentation of a group marketing plan) are essential elements of the class. To be effective in all these, the following expectations are set:

1. Regular class attendance (please be punctual) and participation
2. Review of assigned materials before the class, to be well-prepared for the class*
3. Participation in presentation/discussion of Marketing News of the week
4. Active participation in group activities (case discussions, other assignments, marketing plan)
5. Staying well-informed by reading and sharing with class  
6. Strict adherence to GW Student Code of Conduct — in class and outside

*Lecture slides (provided by the text authors) will be available on Blackboard before each class. It is expected you will review these slides before coming to class. Any questions you have can be raised and addressed in class.

**Course-related communications:** will be via Blackboard (for providing access to class materials and for submitting assignments, e-mail (via GWemail), and in-class announcements. You can also meet with me on Mondays, before our class, by prior appointment. My contact details are included at the end of this write-up. **Please DO NOT email me seeking urgent/time-critical responses; I will check my GWU email only a couple of times each week.**

**Course Deliverables and Grading**

Your grade is based on individual performance in tests/assignments, classroom discussions and contributions; performance in group assignments including marketing plan preparation, and marketing plan presentation. **Groups (of 5) will be working on these group assignments. Your group preferences are to be submitted before the start of class on Monday, September 12, 2016. Undecided/free students will be randomly assigned by me to groups.**

Your grade will be weighted as follows:

- Class discussion/participation/contribution: 10%
- Individual assignments (3) / tests (2): 50% (Each of these is worth 10%)
- Group assignments (2): 10% (Each is worth 5%)
- Marketing Plan: 30%

The following grades will be used: A (94-100); A- (90-93); B+ (86-89); B (80-85); C (70-79); D (60-69) and F (below 60). **NO MAKE-UP assignments or tests will be given.** Please note ALL submission dates and plan your class, work and vacation schedules accordingly.

Students are expected to be familiar and fully compliant with the GWU policy on academic dishonesty. This is readily available in the University Catalog. Violations of the academic dishonesty policy are of serious concern and will be dealt with accordingly. **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.**

1. Group assignments will be determined and issued after groups are formed.
2. **ALL ASSIGNMENTS ARE DUE BY 2:00 PM ON THE DUE DATE. LATE SUBMISSIONS WILL NOT BE ACCEPTED. NO MAKE-UP TESTS WILL BE GIVEN.**
3. Teamwork — by teams in which every team member does his/her fair share of work — is essential for success in marketing — in class and in the real world. **If there is a need, I will ask for peer evaluations which will be used to adjust class contribution grade. Such peer evaluations are to be done by all the members of the group and will include a self-assessment as well. NOTE: Last-minute peer evaluation requests will NOT be considered; these have to be requested at least a couple of weeks in advance.**
### Course Schedule/Assignments

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Topic</th>
<th>Text Chapters</th>
<th>Other related assignments</th>
<th>Due items (Due by 2:00 PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 29, 2016</td>
<td>Course Overview Understanding Marketing</td>
<td>Chapters 1</td>
<td>Marketing News of the Week</td>
<td>Personal Profile – hard copy needed Your Group Membership Assignments</td>
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<tr>
<td>September 12, 2016</td>
<td>Defining Marketing &amp; Marketing Process Group Membership Assignments, group norms, code of conduct</td>
<td>Chapters 1 &amp; 2</td>
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<tr>
<td>September 19, 2016</td>
<td>Understanding the Marketplace and Customer Value</td>
<td>Chapters 3 &amp; 4</td>
<td>Marketing News</td>
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<tr>
<td>September 26, 2016</td>
<td></td>
<td>Chapters 5 &amp; 6</td>
<td>Marketing News</td>
<td>Group Assignment 1</td>
</tr>
<tr>
<td>October 3, 2016</td>
<td>Designing a Customer Value-Driven Strategy and Mix</td>
<td>Chapters 7 &amp; 8</td>
<td>Marketing News</td>
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<tr>
<td>October 10, 2016</td>
<td></td>
<td>Chapters 9 &amp; 10</td>
<td>Marketing News</td>
<td>Individual Assignment 1</td>
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<td>October 17, 2016</td>
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<td>MIDTERM TEST</td>
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<td>October 24, 2016</td>
<td>FALL BREAK – NO CLASS</td>
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<tr>
<td>November 7, 2016</td>
<td></td>
<td>Chapters 11 &amp; 12</td>
<td>Marketing News</td>
<td>Individual Assignment 2</td>
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<td>November 14, 2016</td>
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<td>Chapters 13 &amp; 14</td>
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<td>November 21, 2016</td>
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<td>Chapters 15 &amp; 16</td>
<td>Marketing News</td>
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<tr>
<td>November 28, 2016</td>
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<td>Chapters 17 &amp; 18</td>
<td>Marketing News</td>
<td>Group Assignment 2</td>
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<tr>
<td>December 5, 2016</td>
<td>Extending Marketing</td>
<td>Chapters 18 - 20</td>
<td>Marketing News</td>
<td>Individual Assignment 3</td>
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<td>December 12, 2016</td>
<td>Last Day of Classes Each team will have 15 min to make its plan presentation.</td>
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<td>Marketing News</td>
<td>Marketing Plan Presentations due.</td>
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<td>12/14/2016 – 12/22/2016</td>
<td>Final Exam Week Actual date &amp; time will be announced in class and in Blackboard once the schedule is established by GWU. Your team's final Marketing Plan will be due on that day.</td>
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<td>FINAL EXAM; Final Marketing Plan (document Due)</td>
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**Some additional details:**

**Marketing News of the Week:** Marketing requires regular reading of business periodicals and business sections of major newspapers/media. In most classes, as noted above, I will randomly call on a couple of you to share ‘Marketing News of the Week’. Please be prepared to talk about some recent story you came across (having a news clipping or printout will be most helpful); this is an essential element in your class participation.
School of Business
The George Washington University
BADM 3401, Section 13
BASIC MARKETING MANAGEMENT

Monday, 3:30 PM – 6:00 PM
Room 353, Duques Hall

Individual Assignments: These will be 1 or 2 pages long at the most; topics will be assigned a week in advance.

Group Assignments: These are longer, with longer lead time, and are to be worked by everyone in your group.

ALL ASSIGNMENTS ARE TO BE SUBMITTED IN HARD COPY, NO LATER THAN 2:00 PM ON THE DUE DATE. YOU CAN HAND IT TO ME IN MY OFFICE, OR LEAVE IT IN MY MAIL BOX IN THE DEPARTMENT MAIL ROOM (ROOM 301K, FUNGER HALL).

In addition, when asked, please do submit the assignment in the designated folder on Blackboard.

Contact Information: Office Hours

Shankar A. Iyer: Funger Hall 301H, Phone 202-994-8200; sai.108@gwu.edu
Office Hours: by appointment, on Mondays only (10:30 AM – 3:00 PM). Walk-ins are OK, if I am here and free, I am always happy to meet you.
In case of emergencies (only) call or text me at 571-214-1545; I will be checking my emails only a couple of times each week. Please DO NOT send me any email requiring immediate response.