School of Business
Department of Marketing
2201 G. St NW, Suite 301
Washington, DC 20052

GWSB-DEPT OF MARKETING-Paris Program

COURSE NO: BADM 3401  SEMESTER: Fall 2016

COURSE TITLE: Basic Marketing Management

COURSE TIME: Monday thru Thursday, 9AM-Noon

OFFICE HOURS: By Appointment

COURSE DESCRIPTION: The purpose of this course is to discuss the role of marketing as it relates to the overall business strategy from the viewpoint of the customer: Marketing analysis, consumer behavior, product analysis, channel distribution, pricing, and promotional decision making are integral parts of the course.

PREREQUISITES: Stat 1051 or 1053, Econ 1012

PROFESSOR: Dr. Marilyn Liebrenz-Himes
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ISBN: 0-13-379502-0. Publisher is Pearson Education, Saddle River, NJ. (Note: this is a brand new textbook edition, with a 2016 date. Do NOT purchase an earlier edition, as the content and cases have changed).
RECOMMENDED READINGS: **Online editions are encouraged:**
The Wall Street Journal, Business Week, Fortune, Inc.,
The Harvard Business Review, among others.

Other Marketing Periodicals, such as the *Marketing News,*
*Journal of Marketing, Sales and Marketing Management,* and
*Advertising Age* are greatly encouraged—virtually a *must read* for
the marketing major.

RECOMMENDED:
All students who are declared Marketing majors or those
contemplating a major in Marketing are strongly urged to join the
GW AMA Marketing Club which is the GWU Collegiate Chapter
of the American Marketing Association (once back on the GWU
campus). Please consult the Department of Marketing, Funger
Hall 301, for applications and activities.

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 marketing and strategic decision-making; including
   product, distribution, promotion, and pricing decisions;
6. To familiarize the student with the tools for making marketing
   decisions; and,
7. To enable the student to develop the basic skills required to
   develop a complete marketing plan for a product or service.

METHOD OF INSTRUCTION:
**COURSE MATERIAL:** The text and lecture materials provide
the information you will study outside of class. Such materials
are to be read and studied throughout the semester. The material
presented in class will supplement the basic concepts presented in
the text.
METHOD OF EVALUATION *

GRADES:
A. Examinations (Exam I=15% and Exam II=20%) ................ 35%
B. Small team report A-report .................................... 20%
B. Larger team report B .............................................. 30%
C. Team oral presentation(s) (individually graded) .......... 10%
D. Class contributions, attendance, and participation .... 5%

Total ——— 100%

* 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 greatly jeopardize the student's final grade.

Team Research Reports
Students, in small teams, will work on a marketing-related research assignment. Report A will be a small team (3 students) report; Report B will be done as a team of approximately 4-6 students. Both research assignments revolve around a real-world marketing challenges. Both of these research assignments will involve analyzing some marketing-related problems. The larger team report will follow the elements of a marketing plan for best applying marketing principles to a specific item or service. Teams will be responsible for an oral presentation to communicate the team's marketing plans to their classmates. Teams will create written reports, as well as providing oral presentations on the team research. Team members will be graded individually based on peer reviews and professor evaluation, as well as on the overall quality of the team's creative contributions.

Examinations
There will be two examinations during our course, composed of multiple choice questions and some short answer/mini essay questions. These two examinations will potentially cover all text material, information, class activities, videos and possible guest speakers as provided in class or on assignments. Examinations will be given in class, and students will have the entire class period for taking these exams. Students are responsible for obtaining all class content as provided in class, and are greatly encouraged to form a support group with another student so if unable to attend class due to illness, or other critical reasons, the student friend can take notes, collect handouts, and provide other assistance.
Team Oral Presentation

Oral Presentation Skills are a key element of the Basic Marketing Management course content. Skillful oral communication is key element for success across a number of career options, not just for marketing majors. Throughout this session, you will be provided with additional recommendations for improving your oral presentation skills, as well as given some practice session opportunities. Your own oral presentation(s) will be graded in our class, and will become part of your overall course grade. An oral communication evaluation sheet is provided with this syllabus to help guide you in your oral communication development. We will be using this sheet in grading your oral presentations. Specific guidelines for the team’s oral presentations will be provided during the semester. The Oral Presentations are expected to take generally the designated minutes, but should definitely allow time for questions. The timing of the presentations will be discussed as part of the details of the project. Presentation issues include the following:

1. Members of each team will be encouraged to contact or meet with the Instructor to discuss overall presentation content and style, if questions arise.

2. Speakers are expected to dress appropriately for the presentations.

3. Speakers should not just read from the PowerPoint slides. Speakers are expected to maintain eye contact with the audience throughout the presentation. All teams should use visual aids that can be seen and read by the audience.

4. Each team should provide a very brief handout (one page) for all class members as well as any guests or possible organization officials, summarizing their presentation’s key points. This handout should include the title of the project and the names of all team members.

5. The purpose of the presentations is to persuasively convince the audience of the effectiveness and appropriateness of the team’s ideas.
Academic Integrity
This course will abide by the George Washington University Code of Academic Integrity.

The Code is printed in the Schedule of Classes and is also available on the GW website at http://www.gwu.edu/~ntegrity/code.html Note carefully the definitions of "cheating" and "plagiarism" under this Code. A case of academic dishonesty in this course will lead to an "F" on the assignment in question at a minimum, and may lead to failure of the course. In this course, you must collaborate on the team project, but the two exams, as well as the individual/small team paper and your class contributions are to be your own individual effort. Please accord your Instructor and your fellow students' complete respect and abide by the Code.

Final Points

1. Class attendance is mandatory. You are here to learn, and this includes class attendance. Attendance is required, and will be taken in class.

Students who are absent from class because of illness or other personal reasons need to provide written documentation that they were unable to attend class or were advised to avoid class to prevent spread of disease. REGARDLESS of the reason for your absence, you are responsible for all activities, information, lecture material, and even the general content of any films or video clips provided during our class period.

Students are HIGHLY ENCOURAGED to identify a classmate or teammate who is able to take notes, collect handouts, and provide feedback from a class session for a partner who needs to be absent.

As well, students are asked to be attentive and participate during the class session. It is important to be in class on time, although it is recognized that public transportation can cause some delays at times. However, once in class, among other things, you are not to check email, text, read or communicate in other ways apart from the classroom discussion or activities. Thus, failure to follow this request will also substantially affect your grade, regardless of the grading categories or percentages on assignments.

Electronic communications have revolutionized our world, and the way we acquire information. However, our class sessions are designed to provide a format for lectures and discussion on a face-to-face basis. Please use your laptops, cell phones, PDAs and any other wireless devices as to take notes or to enhance our time together in our course.

2. The quality of your writing, precision of thought, organization and neatness/appearance of your work will be factors considered in grading. Incorrect grammar, types or misspellings will result in lowering your grade, so please proofread all papers or projects.
3. All assignments must be computer/word-processed. Double spacing is desired, as it is easier to provide comments and feedback. Papers should be properly secured or stapled so that loose papers will not occur. Paper appearance is part of the grade, and is important, but the content of the assignment is most important. Please focus on the content, not on creating artistic title pages. Along with the information in the reports, citations or references to all content sources are required and are a critical part of grading.

4. As in the business world, due dates will be strictly enforced. 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.

5. 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 difficulties occur with the group, please see the professor as soon as possible 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.

6. Each Team Report is to include the following (MLA or APA format is requested):
--Title Page, including title of report, date, class designation and all team member names;
--Executive Summary or overview (1 page); bullet points or phrases are encouraged here;
--Table of Contents with page numbers;
--Report: Title (repeated at top of page), Introduction, Body of report with headings, etc., Conclusions;
--Citations--of one form or another are required for all sources, (in-text is probably best);
--Bibliography (necessary, in addition to footnotes/endnotes/or in-text citations for the sources of your information); and,
--Appendices for all other illustrations, graphs, or other materials. All primary research conducted for this report should be provided in appendices, in addition to being used in the report itself. This means that a blank copy of the questionnaire should be provided, along with summary statistics of the results. Personal interviews or focus groups should be transcribed or summarized, as well as providing the time, date, participants, and other info on such research activities.
Brief Resume

**Dr. Marilyn Liebrenz-Himes.** B.A., Wheaton College (Education). M.A. Michigan State University (Communication), Ph.D. (Marketing) Michigan State University. Dr. Liebrenz-Himes is Associate Professor of Global Marketing, in the Department of Marketing, in the GW School of Business at The George Washington University. She has taught courses in Marketing Management, Marketing Strategy, International Marketing, Sales Management, International Business, and Multinational Corporations in the World Economy. She has conducted more than 100 seminars in management and marketing techniques from supervisory level through upper level management. She has been closely involved with Beta Gamma Sigma, the American Marketing Association, the Academy of Marketing Science, The Direct Marketing Association of Washington Educational Foundation, and the Academy of International Business. She has written prolifically on topics in marketing and international business and has been listed in *Who’s Who of American Women* and *The World’s Who’s Who of Women.*
Oral Communication Assessment: Speaker Evaluation Form

Student Speaker’s Name: __________________________ Date: ______________________
Basic Marketing Management—BADM 3401

Topic: ___________________________ Team letter/ number: _____, Initials of Reviewer: ________

1. Professional appearance and demeanor of individual speaker
   Low 1 2 3 4 5 6 7 8 9 High 10

2. Speaker’s knowledge of topic and content, appropriate use of notes, etc
   Low 1 2 3 4 5 6 7 8 9 High 10

3. Speaker’s enthusiasm and informative and/or persuasive demeanor
   Low 1 2 3 4 5 6 7 8 9 High 10

4. Speaker’s stance, eye contact, gestures, etc
   Low 1 2 3 4 5 6 7 8 9 High 10

5. Quality of speaking, vocal range, smoothness of delivery, lack of ‘ah’ etc
   Low 1 2 3 4 5 6 7 8 9 High 10

6. Appropriate Use and Balance of TIME by speaker
   Low 1 2 3 4 5 6 7 8 9 High 10

7. Speaker’s ability to respond to questions or general audience ‘connection’
   Low 1 2 3 4 5 6 7 8 9 High 10

8. Soundness of Presentation (content, alternatives, analysis, recommendations)
   Low 1 2 3 4 5 6 7 8 9 High 10

9. AV and Effective Communication Tools (Quality of slides, visual aids, handout)
   Low 1 2 3 4 5 6 7 8 9 High 10

10. Team’s support for each other, great team ‘togetherness,’ Overall Impression
    Low 1 2 3 4 5 6 7 8 9 High 10

Please Continue on Back Side for Comments on Key Strengths and Key Weaknesses, etc
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<thead>
<tr>
<th>SESSION</th>
<th>DATE</th>
<th>TOPIC AND ASSIGNMENTS</th>
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<tbody>
<tr>
<td>I.</td>
<td>Sept. 5</td>
<td>Introduction to Marketing, Course Overview. Textbook Chapters 1, 2; Team Project A Assigned</td>
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<td>Monday</td>
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<td>II.</td>
<td>Sept. 6</td>
<td>Marketing Environment, and Research Techniques Chapters 3, 4</td>
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<td>III.</td>
<td>Sept. 7</td>
<td>Consumer and Business Buyer Behavior Chapters 5, 6</td>
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<td>Wednesday</td>
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<td>IV.</td>
<td>Sept. 8</td>
<td>Marketing Segmentation Chapters 6, 7</td>
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<td>Thursday</td>
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<td>Site 1</td>
<td>Sept. 9</td>
<td>Site 1: Epernay, including CIVC Location—Champagne region</td>
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<td>Friday</td>
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<td>V.</td>
<td>Sept. 12</td>
<td>Marketing Segmentation and Product Decisions, cont. Chapters 7, 8, 9</td>
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<td>VI.</td>
<td>Sept. 13</td>
<td>Product Decisions Chapters 8, 9</td>
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<td>VII.</td>
<td>Sept. 14</td>
<td>MINI TEAM PROJECT A—due start of class Pricing Decisions Chapters 10, 11, (only for Exam II)</td>
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<td>Wednesday</td>
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<td>VIII.</td>
<td>Sept. 15</td>
<td>Exam I (Chaps 1-9, plus class content and activities) (Exam time frame will be for entire class period, students can leave when they have finished taking their exam)</td>
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<td>Thursday</td>
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<td>Site 2</td>
<td>Sept. 16</td>
<td>Site 2. Corporate Site Visit to Yoplait Yogurt Location—Boulogne-Billancourt</td>
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<td>IX.</td>
<td>Sept. 19</td>
<td>Distribution Decisions Chapters 12, 13</td>
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<td>X</td>
<td>Sept. 20</td>
<td>Communication Decisions Chapters 14, 15, 16</td>
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<td>XI.</td>
<td>Sept. 21</td>
<td>Extending Marketing Activities Chapters 18, 19, 20</td>
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<td>XII.</td>
<td>Sept. 22</td>
<td>Exam II (Chaps 10-20, plus class content and activities) (Exam time frame will be for entire class period, students can leave when they have finished taking their exam)</td>
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<td>Site 3</td>
<td>Sept. 23</td>
<td>Site 3: Details still coming</td>
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<td>XIII.</td>
<td>Sept. 30</td>
<td>Class Oral Presentations on Team Project B Written Team Report, due as arranged</td>
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***Changes to this calendar may occur, depending on possible guest lectures or other activities***