Basic Marketing Management
BADM 3401, Spring 2015
Class meets 4:45-6 p.m., MW, in Phillips B156

Provisional Syllabus, January 12, 2015
A revised Syllabus is often prepared after the first class

PLEASE REFER TO THE SYLLABUS FREQUENTLY DURING THE COURSE TO STAY ON SCHEDULE.

Professor: Ravi S. Achrol, Ph. D.
Professor of Marketing Science and Associate Dean for Research and Doctoral Studies,
GW School of Business
Office: 307 Funger Hall, 202-994-5223, achrol@gwu.edu
Office hours: by appointment

Graduate Teaching Assistant: Parit Yadav, parit@gwu.edu

Course Objectives

This is a first course in marketing. Its goal is to expose you to the wide variety of economic, social and psychological influences that shape the consumption process. Specifically the focus is on understanding firm behavior in the marketplace. This means understanding the forces that drive markets, including consumers, competitors and the economy. It means understanding the processes of firm decision making, strategic planning and resource allocation in the areas of market research, product design, pricing, distribution, advertising and sales promotion. All of this understanding must come together in an integrated manner if the firm is to be successful in achieving its goals and maximizing its performance.

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markets, including consumers, competitors and the economy. It means understanding the processes of marketing decision making, strategic planning and resource allocation in the areas of market research, product design, pricing, distribution, advertising and sales promotion. All of this understanding must come together in an integrated manner if the firm is to be successful in achieving its goals and maximizing its performance.

**Class Format**

It is a combination lecture, self-study format with a significant amount of applied work that is done in Teams. Generally, but not always, there is one “lecture” class each week, and one “applications” class. The applications class will consist of business problems, cases or simulations, that are assigned to each Team.

Because of the applied nature of this course CLASS ATTENDANCE IS REQUIRED.

The course is divided into four “sessions.” Students will study the assigned materials and answer a quiz at the end of each session to demonstrate a grasp of the assigned readings. The chapters assigned to each session constitute the primary reading materials. Some additional readings are also assigned.

The professor will overview the reading materials in the text via class lectures. The purpose of the lecture is to provide an over-view, highlight important aspects of the concepts discussed in the chapters, and to supplement these with additional insights. The lectures are NOT designed to cover all the material in the text, but the students are expected to study and develop a grasp of all the materials including additional readings that may be assigned to supplement the text.

**Student Teams.** For all applied work students are assigned to work in Teams of 6-7 members. Individual performance in the team is evaluated by the team members. Team performance in the class is evaluated by the class.

**Name Tents.** Participation in the class is greatly encouraged. Students must come prepared with the assigned reading material. The professor may call on individual students to explain a point. To get recognition for your contributions in class it is required that you have a name tent on your desk (if the class room desks permit) at all times.

**Electronic media.** The course uses two electronic aids. The primary medium is the Pearsons “MyMarketingLab” for the Principles of Marketing text that we are using, that has been newly created by Pearsons, the publishers of the text.

The second electronic medium we will use is GW’s Blackboard. Power point slides for each lecture class will be posted to Blackboard at the END of each week after the class.
Required Text


When you sign up for MyMarketingLab this text is available to you as an electronic text. But if you prefer a paper copy, you have two options to purchase a paper text either through MyMarketingLab or at the GW bookstore. There are differences in pricing of the three options.

Marketing Applications

An important aspect of this course is applied learning. Approximately one class each week (10 in all) are devoted to applying the readings form the chapters from the text. For this each student Team will be assigned a problem or case from the text to analyze and present their analysis to the class for discussion.

- Four Teams will present in each Marketing Application class.
- Each team will be assigned to analyze and present 5 application topics over the course.
- The marketing applications (problem or case) will be assigned about 10 days before the class in which it is due for presentation and discussion.
- All students must come prepared for class discussion of all application problems and are expected to participate in the discussion. This requires that you have read the associated text and additional reading materials.
- Each presenting Team is **STRICTLY** limited to 10 minutes of class presentation time and 5 minutes of discussion time.
- Presenting Teams will submit a 2-3 page written analysis of the problem/case to the professor on the day of presentation.

The marketing applications focus on applying marketing concepts and theories. Some applications come with questions posed at the end of each problem or case. But you do not need to restrict yourselves to the questions. You should feel free to apply your ideas and arguments as you deem appropriate. A general approach to analyzing any marketing problem is:

1. Define the nature of the marketing problem
2. Identify the marketing theories and concepts most applicable to addressing the problem, and
3. The strategy you recommend for dealing with the problem (explain your reasoning).

Evaluation & Grading
Students effectively completing this course will have demonstrated an understanding of the marketing concepts and theories that represent the foundations of the marketing discipline, and an ability to integrate and apply these to the problems and cases assigned for discussion in the course.

Quizzes. There will be four quizzes on the reading materials. The quizzes will be simple objective type questions covering the reading materials, mostly the assigned textbook but also material in the power point slides.

Marketing Applications. Each student Team will be assigned five a problem or case from the text to analyze and present their analysis to the class for discussion. All students (including those presenting) must come prepared for class discussion of all application problems and are expected to participate in the discussion. Team presentations are evaluated by the class. In addition each presenting Teams will submit a 2-3 page written analysis of the problem/case to the professor on the day of presentation, which is graded. Class discussion by individual students is also monitored and graded.

Class Attendance and Participation. Students are expected to be prepared, attend, and actively participate in class discussions, especially in the Marketing Applications classes. Except in an emergency, excuses for good reason must be obtained in advance of discussion session. Unexcused absences will incur a penalty that may amount to one grade level (e.g., from A- to B+). In addition note that 20% of the grade is determined by meaningful participation in class discussion.

Peer Evaluations. A significant amount of course work has to be done jointly and coordinated among members of each student Team. The ability to work in teams is very important in business organizations. Your ability to work in a team and contribute to its performance will be evaluated by your peers in the team.

Grading:

The final grade will be determined by the following calculus.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (4)</td>
<td>35%</td>
</tr>
<tr>
<td>Written Analyses of Marketing Applications (5)</td>
<td>30%</td>
</tr>
<tr>
<td>Participation in class discussion</td>
<td>15%</td>
</tr>
<tr>
<td>Peer Evaluations</td>
<td>20%</td>
</tr>
</tbody>
</table>

TOTAL: 100%
WEEKLY SCHEDULE OF READINGS

Session 1

Monday, January 12: Introduction to Marketing
   Chapter 1: Marketing: Creating and Capturing Customer Value

Wednesday, January 14: Marketing Strategy
   Chapter 2: Company and Marketing Strategy
   Chapter 18: Creating Competitive Advantage

Monday, January 18: No class. Martin Luther King Day, GWU Holiday

Wednesday, January 21: Marketing Applications

Monday, January 26: The Marketing Environment-I
   Chapter 3: Analyzing the Marketing Environment

Wednesday, January 28: Marketing Applications

Monday, February 2: The Marketing Environment II
   Chapter 19: The Global Marketplace
   Chapter 20: Sustainable Marketing, Social Responsibility and Ethics

Wednesday, February 4: Quiz 1, Chapters 1-3, 18-20.

Session 2

Monday, February 9. No class. Presidents Day, GWU Holiday

Wednesday, February 11. Marketing Information Systems
   Chapter 4: Managing Marketing Information to Gain Customer Insights

Monday, February 16. Marketing Applications

Wednesday, February 18. Buyer Behavior
   Chapter 5: Consumer Markets and Consumer Buyer Behavior
   Chapter 6: Business Markets and Business Buyer Behavior

Monday, February 23. Marketing Applications

Wednesday, February 25. Market Segmentation, Targeting & Positioning
Chapter 7: Customer Driven Marketing Strategy--Creating Value for Target Customers

Monday, March 2: Marketing Applications

**Wednesday, March 4: Quiz 2, Chapters 4-7.**

**March 8 – 13: SPRING BREAK**

**Session 3**

Monday, March 16. Product Strategy and Brand Management
    Chapter 8: Product, Services and Brands—Building Customer Value
    Chapter 9: Developing & Managing Products

Wednesday, March 18. Marketing Applications

Monday, March 23. Marketing Channels of Distribution
    Chapter 12: Marketing Channels-Delivering Customer Value
    Chapter 13: Retailing & Wholesaling

Wednesday, March 25: Marketing Applications

Monday, March 30. Direct Marketing Channels
    Chapter 17: Direct and Online Marketing—Building Direct Customer Relationships

Wednesday, April Fools Day. Marketing Applications

**Monday, April 6: Quiz 3, Chapters 8-9, 12-13, 17.**

**Session 4:**

Wednesday, April 8. Pricing Strategy
    Chapter 10: Pricing—Understanding and Capturing Customer Value
    Chapter 11: Pricing Strategies—Additional Considerations

Monday, April 13. Marketing Applications

Wednesday, April 15. Marketing Communication and Promotion Strategies
    Chapter 14: Communicating Customer Value--Integrated Marketing Communication Strategies
    Chapter 16: Personal Selling and Sales Promotion

Monday, April 20. Advertising
Chapter 15: Advertising and Public Relations

Wednesday, April 23  Marketing Applications

Monday, April 27. Catch-up and Wrap-up

Monday, May 4: Quiz 4, Chapters 10-11, 14-16.

About the Professor:

Ravi S. Achrol (Ph. D. Kellogg Graduate School of Management, Northwestern University) is Professor of Marketing Science, and Associate Deans for Research and Doctoral Studies, in the School of Business at George Washington University since 1991. From 1981-1991 he served on the faculty of the University of Notre Dame. During 2001-02 and 2002-03 he held the Kmart Corporation Endowed Chair in Marketing at West Virginia University. His areas of research interest include distribution channels, marketing strategy, inter-organizational relations and organizational networks. His widely cited research articles have been published in the Journal of the Academy of Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Public Policy and Marketing, Journal of Retailing, Social Science Research, Journal of Business Strategy, and various other scholarly publications.
Enroll in MyMarketingLab

Students need to have three things before they can register and enroll in the new course:

Course ID  [enter Achrol42598]
Email address
Student access code, a valid credit card, or a PayPal account

A student who does not already have a Pearson account and is enrolling for the first time should go to the MyLab & Mastering website and click Get, Registered for instructions.

Register and Enroll in a New Course

1. Go to http://pearsonmylabandmastering.com and click Student under Register.
2. Click Register Now.
3. Enter the course ID you received from your instructor for your new course, and click Continue. Course ID: [enter Achrol42598] _______________________
4. After verifying your course information, enter your username and password, and click Sign in. If you don't have a Pearson account, click Create an account and follow the onscreen instructions. Look for helpful hints to guide you.
5. On the Register page, select one of the following access options:
   ➢ Use an Access Code
     a. Click Access Code and paste the entire access code into the first box.
     b. Click Finish to complete your registration.
   ➢ Purchase Access Online
     a. Under Use a Credit Card or PayPal, click the button for the access level you want. For example, a product might be offered with or without an eBook. The button shows the subtotal for your order.
     b. Select whether you want to pay with a credit card or use PayPal, then enter payment information. Click Review to review your order details. If
you need to change anything, click Change. Click Cancel if you decide not to complete your purchase.

c. Click Make Payment to submit your order.

Request Temporary Access

If a student is waiting for financial aid, 14 days of temporary course access without payment may be available.

a. Click Get temporary access without payment for 14 days at the bottom of the Register page.

b. When a confirmation message appears, click Yes to complete your registration. You will receive a confirmation email with payment instructions.

6. Click Go to Your Course to access your course.

A student with a Pearson account performs the steps in Register and Enroll in a New Course below to enroll in a new course. To assist all students, print or copy these instructions to a document and distribute them, along with your course ID.

Course ID: Achrol42598

Students who need to enroll in another course based on the same textbook as a current or previous course should enter their Pearson Account Profile to enroll. They do not need to use a new access code or make a payment. To enroll in another course these students should:


2. Under the list of MyLab & Mastering products, click Enroll in a Course.

3. Enter the course ID from the instructor of the new course, confirm the course information, and click Continue. If the student is prompted to provide an access code or purchase course access using a credit card or PayPal, the course materials do not match the previous course. The student should contact the instructor.

4. Click Enter Course Now to start using the new course.