Syllabus
BADM 3401--11
Basic Marketing
Management Spring 2017
3.00 Credit Hours

Instructor: Dr. Angela Hausman

Email: hausman1229@gmail.com
Office: Funger Hall, 301 H
Office hours: Thursdays from 3:30pm to 4:30pm, or by appointment.

Learning objectives:
Consumer and organizational buying behavior. Strategic marketing processes (market research, segmentation, targeting, positioning, and relationship-building). Product development and brand management, valuation and pricing, channel and logistics management, integrated marketing communications, e-commerce.

Required textbook:

1. Students are expected to read the assigned chapters and cases prior to class and be fully prepared to participate in class discussion. I will post discussion questions for each chapter on Blackboard a few days before the scheduled discussion. Students should read assigned chapter(s) and be prepared to answer the discussion questions in class.
2. Students are responsible for completing assignments, obtaining notes and any handouts and keeping themselves informed of any announcements made in class, irrespective of attendance.
3. Unacceptable class conduct includes late arrivals, early departures, sleeping in class, text messaging, facebooking, web browsing, reading extraneous material in class and initiating and participating in sidebar discussions.
4. All cell phones, iPods and other electronic devices must be turned off during class hours. Laptops are permitted if they are used for note taking.
5. All assignments are due in class at the beginning of class on the dates indicated on the syllabus, unless otherwise noted.
Tests and grades:

The final grade for the course will be based on:

- Participation: 10%
- Exam I: 25%
- Exam II: 25%
- Exam III: 25%
- Final exam: 35%
- (Optional): Marketing Plan: 15%

Participation:

Grades for participation will be based on my subjective evaluation of your active participation and contribution to the learning environment in the classroom plus attendance. I reserve the right to give in-class assignments as part of your participation without notice and students who fail to turn in these assignments on time will receive a 0 for that assignment.

Exams

I will provide 3 assessments of learning (exams) during the semester. These exams will be multiple choice and short answer. All material covered in class is fair game for exam questions, whether or not the book covers the topic. Each exam is 25% of your grade. See section below of rules about make-up exams.

Final Exam

An optional cumulative final exam will be given according to the university's final exam schedule. Students may take this exam to replace a missing or low exam grade. Notice the point value for this exam is 35%, thus it offers some extra credit. Students who choose to take the optional final must use this grade in their grade calculations even if it is lower than the lowest exam grade.

Marketing Plan

Students, in teams of 3 or 4 must complete a 10 page (single spaced, 12 pt font) marketing plan according to the example in the book — See Appendix 1. You may use a mythical company in any industry, a business you or others you know plans to start (or has already started), or develop a plan to market my book, "Buried Ladies" (available on Amazon). Include all references in AP style and exhibits to support your plan (not included in page total).

I will post a rubric for grading this plan on Blackboard. In addition, students MUST submit a peer evaluation of team members in a sealed envelop by the project due date. These evaluations may decrease the grade of individual team members, but may not increase the grade above that of my evaluation. A penalty of 10% per day will be assessed to late work.
Code of conduct and word of advice:

Please turn off your cell phones in class. Laptops can only be used for taking notes. Come in class before the class starts. Leave after it has finished. All assignments must be prepared in a professional manner, which means typed neatly and stapled in the upper left corner. Grammar and spelling are part of professional work. The title page must include your name, class meeting time, and name of the assignment (and company name, if appropriate).

The course requires constant attention and consistent effort. Batch processing will most likely be inefficient, frustrating, and unproductive. I urge you to keep up with the assignment schedule.

Disability and athletes:

George Washington University complies with the provisions of section 504 of the Vocational Rehabilitation Act of 1973. In this connection, "students experiencing any difficulty of any kind in their learning" may contact the learning skills specialist at the University’s Disability Support Services (202-994-8250). Further information is available at http://gwi.re/gwu/dss/. Athletes should contact the Advising Center in case of special events and notify professor at least one week before the date of the event.

The honor system:

You are expected to be thoroughly familiar with, and adhere to, the Honor System. Information about the Honor System is available at the following website: http://www.gwu.edu/~ntegrity/code.html. Obtaining and using the solution key for the homework assignments prior to homework submission is in violation of the Honor System, as well as counterproductive.

Please note the following: If a student is found to have violated the Honor System, no matter what sanction is imposed by the Honor System, the instructor is authorized to give the student a grade of “F” in the course.
Credit hour policy:

Over 14 weeks in which school is in session, students will spend 2 academic hours (150 minutes) per week in class, and additional 2.5 hours in class for final examination (total of 37.5 hours). In addition, students are expected to engage in out-of-class work for approximately 3 academic hours (225 minutes) per week over the course of the semester, as well as additional 22.5 hours (1,350 minutes) preparing for exams (total of 75 hours). Overall, students are expected to spend 112.5 hours over the course of the semester, commensurate with the requirement for a 3-credit course.

Additional notes:

1. **Make-ups:** Make up assignments and exams are only available to those students who have a written excuse detailing their inability to attend class on the scheduled date. Examples of suitable excuses include death in the immediate family, documented illness, religious observance, or unavoidable travel delays (ie. plane cancellations). Work is not a suitable excuse for missing an exam or other assignment. Inclimated weather is only acceptable if the university cancels classes.

2. **Policy on Incompletes:** Except for incompletes assigned as a result of pending action by the Honor Council, only the Dean's office can approve an incomplete.

3. **Policy on FERPA notification:** You have the right to consent to disclosures of personally identifiable information contained in your education records, except to the extent that FERPA authorizes disclosure without consent. One exception that permits disclosure without consent is disclosure to school officials with legitimate educational interests. Such persons include students acting as teaching assistants and/or graders.

4. **Adverse Weather/Class Cancellation:** In the advent of inclement weather or any other emergency, Call the University hotline at 202-994-5050 or check the Human Resources status button at http://hr.gwu.edu/adverse-weather-conditions-and-emergency-situations. In the event of class cancellation, I will email you about rescheduling, assignments due, etc.
Class schedule*:

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan. 19</td>
<td>Ch. 1&amp;2: What is Marketing, Marketing Strategy</td>
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<tr>
<td>2</td>
<td>Jan. 26</td>
<td>Ch. 3: Market Research</td>
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<tr>
<td>3</td>
<td>Feb 2</td>
<td>Ch. 4: Marketing Information Systems</td>
<td>Teams</td>
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<td>4</td>
<td>Feb 9</td>
<td>Ch. 5&amp;6: Consumers and Business Customers</td>
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<td>5</td>
<td>Feb 16</td>
<td>Exam I (chapters 1-6)</td>
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<td>6</td>
<td>Feb. 23</td>
<td>Ch. 7&amp;17: Targeting and Social/Mobile</td>
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<td>7</td>
<td>March 2</td>
<td>Ch. 8: Products and Services</td>
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<td>8</td>
<td>March 9</td>
<td>Ch. 9: NPD</td>
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<td>9</td>
<td>March 23</td>
<td>Ch.10&amp;11: Pricing</td>
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<td>10</td>
<td>March 30</td>
<td>Exam II (chapters 7-11&amp;17)</td>
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<td>11</td>
<td>April 5</td>
<td>Ch. 12&amp;13: Channels</td>
<td>Marketing Plan</td>
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<td>12</td>
<td>April 13</td>
<td>Ch. 14&amp;15: IMC</td>
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<td>13</td>
<td>April 20</td>
<td>Ch. 19&amp;20: Global and Ethics</td>
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<td>14</td>
<td>April 27</td>
<td>Exam III (chapters 12-15, 19,20)</td>
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*The schedule may change as we progress through the course.