MKTG 303 Ko2 – Principles of Marketing

Professor: Heon (Leo) Jung, Ph. D.
Email: hjung20@gmu.edu
Class Time: Monday 05:00p.m. ~ 07:40p.m.
Office: #628, GMU Korea Building
Office Hours: By Appointment, Monday 12:00 PM ~ 13:00 PM

Course Description

MKTG 303 examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

This course relies upon lectures and marketing case discussions. During the case discussions students will assume instructors, and will facilitate discussions. The learning from the assigned term project named ‘Your Marketing Plan’ will give students weapons that practical marketing managers may need.

GMU School of Business Undergraduate Program Learning Goals

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.
Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.
Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.
Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.
Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.
Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.
**MKTG 303 Student Learning Outcomes**

Upon completion of this course, students will be able to:

1. Describe the meaning of the basic marketing terminology.
2. Establish a marketing strategy based on the understanding of strategic marketing planning processes.
3. Describe competitive, economic, political, legal, regulatory, technological, and sociological forces in the marketing environment.
4. Select target markets and design the marketing mixes to satisfy needs of customers in the target markets.
5. Segment consumer markets by utilizing segmentation variables such as demographic variables, geographic variables, psychographic variables, and behavioristic variables.

I will manage this course utilizing action learning approaches (e.g., case discussions, role-plays, and the flipped classes) in addition to the traditional lecture-based teaching method.

*Successful action learning requires major investments in time and efforts. Students need to prepare case discussions. Students should think over assigned cases and be prepared to contribute in the case discussions.*

**Course Materials**

1. Textbook: *Grewal and Levy: Marketing, 7th Edition*; McGraw-Hill Education. Materials from this book will be particularly helpful for those students who want to obtain additional learning on some course topics.


3. Marketing articles: I have created a course on the MKTG 303 Blackboard where you can download and print most of the course materials. Please bring a copy of relevant articles with you to each class. Case Discussions are held in the classroom when the instruction mode is in person. However, case discussions are held virtually using Group Collaborate Tools in the course Blackboard, if the instruction mode is online. Even though in the in-person instruction mode, the Blackboard can be utilized effectively, if needed.
**Evaluation**

Suitable evaluations of your performance during the semester are essential to intensify your learning. The Leo’s Learning Triangle for the higher education consists of lectures, case discussions, quizzes, midterm exam, and final examination. Lectures supply you the basic theories, terminologies, and perspectives for the principles of marketing. To support the learning triangle, I have designed case discussions as cornerstones of the learning process. The case discussions will give you insights how to apply the marketing theories in the real-world problem solving.

**Case discussions (50 points).**

The active-learning nature of this course requires your proactive participation and willingness to share your insight with other students. I will consider your effective comments in the case discussions as a measure for the proactive participation. I will adopt flipped classes for the case discussions. I will divide this class into small discussion groups, if needed. A facilitator will be designated for each case discussion group in advance. As an assumed instructor for the case discussions, the facilitator should prepare her or his instruction plan for managing the case discussion. The mission of facilitators is to induce active participation of students in his or her discussion group. So, the role of a facilitator as an assumed instructor is very important to derive meaningful results from case discussions. I will give facilitators excellent individual points if they meet some requirements. I will post evaluation results of the case discussions on the MKTG 303 Blackboard regularly.

<table>
<thead>
<tr>
<th>Score</th>
<th>Evaluation Criteria for Case discussions</th>
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<tr>
<td>50</td>
<td><strong>Excellent:</strong> Constructively participates in the case discussions; consistently demonstrates insight by making statements that add value to the case discussions. The number of quality adjusted comments for this criterion will be guided in the class.</td>
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<tr>
<td>45</td>
<td><strong>Good:</strong> Effectively participates in the case discussions. The quality adjusted number of comments for good points will be informed to students in advance.</td>
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<tr>
<td>40</td>
<td><strong>Normal:</strong> Normally participates in the case discussions. The numbers of participation for normal points will be informed to students in advance.</td>
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<tr>
<td>20</td>
<td><strong>Poor:</strong> Occasionally be unengaged in the specific case discussions; is disruptive and distracting in the discussions. The quality adjusted number of comments for poor score will be informed to students in advance.</td>
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<tr>
<td>0</td>
<td><strong>Fail:</strong> Is unengaged or fails to participate in the specific case discussions. The student does not attend the case discussions.</td>
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(Remark: The point for a case discussion will be calculated by total number of cases)

Facilitators of each group should upload their instruction plans before their designated case discussion date. The due date for instruction plans may change based on the modality of the classes. Other students in the discussion groups should prepare their answers about questions of their facilitators in advance. Bring the textbook and your notes about cases to the case discussions for ensuring active participations. Due to the pandemic situation, some discussions might be accomplished via online. I will give students guide how to accomplish case discussions via online.
The Self-Testing Quizzes (40 points).

The quizzes are designed for enforcing your understanding of the contents learned in the lectures. After lectures, I will upload the quiz for the previous lectures in Assignment of MKTG 303 Blackboard as a homework. You can take the quizzes by yourself several times till you get perfect score for the quizzes.

Attendance for lectures (40 points).

Lectures are basis for your understanding about principles of marketing. Lectures also give you weapons for solving real-world marketing issues. I will give assigned points to students who participate lecture classes on time. If you are late for the F2F (Face to Face) classes, I will deduct some points. For online lecture classes, I will check the activity of students in the Blackboard. If students watch online lecture videos till 11:59p.m. on the specific online class day, I will give attendance points to the students for the online lecture class. If you are ill, or quarantined, contact me before the specific class. I will give you alternative ways to make up missed lecture classes.

Mid-Term (160 points) and Final Examination (160 points).

Exams will consist of multiple-choice questions, fill-in-the-blank questions, and essay-type questions. The exams will cover the contents discussed in the lectures, case discussions, and materials provided in the classes. The exams can be taken in the F2F classes, or taken via online using Respondus Lockdown Browser and Monitor.

Your Marketing Plan (250 points)

Each student will create a written marketing plan (PPT file), and provide presentations to the class about her or his marketing plan. This assignment is specifically designed to make you familiar to real-world marketing tasks. You may select your familial products or create new products. For the evaluation of your plan, I will design the special evaluation process which utilize a shadow financial market. Details will be guided during the class.

Guidelines

This section briefly describes each of the elements of the ‘Your Marketing Plan’:

Cover Page

This part shows title of the presentation, presentation dates, and the name of a student.

Executive Summary

This part shows essence of the entire marketing plan. The executive summary essentially tells the reader why he or she is reading this marketing plan. It may suggest possible actions to take in response to the information the plan contains.

Company Overview

This section provides a brief description of the company you assumed working as a marketer. It can be real company, or fictitious company which you set up. This section includes perhaps the company’s mission statements, background, and competitive advantage.
**Marketing Objectives/Goals**
This section offers more specifics such as market share target, sales revenue/volume target, and customer acquisition target. You may describe what does the company want to achieve with this particular marketing plan.

**Situation (SWOT) Analysis**
A situation analysis generally relies on SWOT considerations. Describe assessment of the organization’s strength, weakness, opportunities, and threats.

**STP (Segmentation, Targeting and Positioning) Strategies**
The analysis proceeds by assessing the market in which the company functions, the products it currently offers or plans to offer in the future, and the characteristics of current or potential customer. Specifications of the company’s target market and segmentation strategy. This is one of most important parts for your marketing plan. Choose suitable segmentation variables, and divide your overall customers based on the segmentation variables. You may decide targeting strategy after segmenting your customers, and choose your target market. Positioning of your products or brand in your customer’s mind will be appeared here.

**Marketing (4P) Strategies**
Outline of how the company will serve its segmented and targeted customers based on Products, Price, Place, and Promotion decisions. The marketing strategy should be very specific, especially if the plan pertains to a stable product in a familiar market. The strategies may be somewhat open, if a firm plans to enter a new market with an innovative product.

**Financial Projections**
On the basis of the knowledge already obtained, the marketing plan should provide possible development and returns on the marketing investments outlined in the marketing (4P) strategy.

**Implementation Plans**
Outline of how the company will implement its marketing strategies. This portion of the marketing plan includes marketing organization which will implement the marketing plan, the time table for implementing 4P strategies.

**Evaluation and Control Metrics**
The firm must have a means of assessing the marketing plan’s recommendations; the marketing plan therefore must indicate the methods for undertaking this assessment, whether quantitively or qualitatively, i.e., explanation of how the company will evaluate the performance of the implemented marketing plan. You may set some key performance indices for the upcoming years after implementing your marketing plan.

**Conclusion**
In this section, students can emphasize un-touched assertions and generate the value of your marketing plan as a punch line for the audience (instructor and students in the class).
Two Presentations in the Investment Rounds

Students have two opportunities of selling their marketing plans to investors (students and instructor) in the investment rounds. Students are assumed as retail investors, and the instructor will be an institutional investor. The presentation will be held in the F2F classes, or held virtually in the online classes, if needed.

Presentation 1: STP (Segmenting, Targeting, and Positioning) strategies of Your Marketing Plan

The first presentation titled ‘STP strategies’ shall encompass company overview, marketing objectives/goals, situational (SWOT) analysis, and STP strategies. The STP strategies are essential components of Your Marketing Plan. I will give students some comments after presentations to support their final marketing plans, if needed. I will not evaluate this presentation.

Presentation 2: Your Marketing Plan

The final presentation titled ‘Your Marketing Plan’ shall encompass executive summary, the core of STP strategies again, marketing (4P) strategies, financial projections, implementation plan, evaluation and control metrics, and conclusion. I will grade your whole marketing plan based on the final presentation of Your Marketing Plan. Students will invest their virtual money to other students’ marketing plans. This learning opportunity will give students the chance to understand decisions of real-world marketers. Details will be guided in the class. Your Marketing Plan will be evaluated based on the quality of your plan and the ranking of the money which you receive in the investment rounds from the institutional investor (instructor).

Grading

I take grading seriously and I assign grades with care and thought. In general, the more proactive you are in dealing with your coursework, the less of a likelihood there will be of a grade “problem” or surprise. Attendance with active participation in the case discussions is critical to the overall performance.

Grading Scale:

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<tr>
<th>Letter</th>
<th>Grade Scale</th>
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<tbody>
<tr>
<td>A+</td>
<td>671~700</td>
</tr>
<tr>
<td>A</td>
<td>641~670</td>
</tr>
<tr>
<td>A-</td>
<td>611~640</td>
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<tr>
<td>B+</td>
<td>581~610</td>
</tr>
<tr>
<td>B</td>
<td>551~580</td>
</tr>
<tr>
<td>B-</td>
<td>521~550</td>
</tr>
<tr>
<td>C+</td>
<td>491~520</td>
</tr>
<tr>
<td>C</td>
<td>461~490</td>
</tr>
<tr>
<td>D</td>
<td>421~460</td>
</tr>
<tr>
<td>F</td>
<td>Below 420</td>
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</tbody>
</table>
**Appointments and E-Mail**

I strongly urge you to contact me to ask questions, clarify assignments, or obtain additional help via online or face to face meeting. It is best to contact me via e-mail to ask a question or to make an in-person appointment.

**Class Etiquette**

MKTG 303 is a “meaningful and joyful space”, which means we commit to: (1) Making our class a welcoming, open space for everyone; (2) Being aware of our prejudices and insecurities and how our words affect others; (3) Providing room for each of us to explore our own identities; (4) Allowing others to define their own identities and to speak for themselves; (5) Respecting the privacy of others by maintaining confidentiality.

**Electronic Devices**

Cell phones, laptops, tablets, etc. must remain on silence during the in-person lecture class. Use of electronic devices during the class is allowed for checking attendance, and using the note and comment files in the case discussion etc. Use of them during lecture or class exercises should not give impact negatively to other students and the instructor. Students who choose to use electronic devices may be asked not to deter class activities. The computer will be used for the facilitators who evaluate participation of group member students.

**Lateness, Absences, and Make-up Exams**

**Lateness:** Lateness is disruptive and disrespectful to both me and to your fellow students. Every effort should be made to be in class on time and ready for the topics of the day. In addition, I would prefer that the desks nearest the door be left open for late students so that they may easily find a seat with minimum disruption to the class.

**Absences:** If you miss a class, I strongly suggest that you also ask a classmate for his/her notes, as it is likely that key points will be brought up in classes and may not be captured on the other method.

**Make-up Exams:** Make-up examinations will not be given unless a student has a university-validated excuses. You should notice your excuses in advance of the examination.

**Disability Accommodations**

Disability Services at George Mason University Korea is committed to providing equitable access to learning opportunities for all students by upholding the laws that ensure equal treatment of people with disabilities. If you are seeking accommodations for this class, please first visit **https://masonkorea.gmu.edu/resources-and-services/disability-services** for detailed information about the Disability Services. Then please discuss your approved accommodations with me.
Diversity and Inclusion

Mason Korea, an intentionally inclusive community, promotes and maintains an equitable and just work and learning environment. We welcome and value individuals and their differences including race, economic status, gender expression and identity, sex, sexual orientation, ethnicity, national origin, first language, religion, age, and disability.

Academic Integrity & Title IX

It is expected that students adhere to the George Mason University Honor Code as it relates to integrity regarding coursework and grades. The Honor Code reads as follows: “To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this Honor Code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.” More information about the Honor Code, including definitions of cheating, lying, and plagiarism, can be found on the Committee of Academic Integrity’s website at http://masonkorea.gmu.edu/mkaa/cai.

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason Korea’s Deputy Title IX Coordinator pursuant to University Policy 1202 and 1412. If you would like to speak confidentially with the Mason Korea counselor, please see https://masonkorea.gmu.edu/resources-and-services/counseling-and-wellness for more information. For more information about what Title IX is, please see https://masonkorea.gmu.edu/resources-and-services/title-ix.
Course Schedule

Please note that the schedule and class formats (face to face, online, and hybrid) are subject to change. Due date means assignments should be completed till 11:59 p.m. on a specific day. Adjustments will be discussed throughout the semester.

Aug 22 – Week 1

Part 1
Topic(s): Syllabus Review
Presentation: Instructor

Part 2
Topic(s): Policy for Course Management
Presentation: Instructor

Assignment:
• Required reading: Textbook Chapter 1, 2

Aug 29 – Week 2

Part 1
Topic(s): Overview of Marketing
Lecture 01-1: Chapter 1

Part 2
Topic(s): Developing Marketing Strategies and a Marketing Plan
Lecture 01-2: Chapter 2

Assignment:
• Required reading: Textbook Chapter 3
• Case 01: KIND Bars for a Kinder World (Chapter 1 Case)
• Case 02: The Coffee Wars (Chapter 2 Case)

Sep 5 – Week 3

Part 1
Topic(s): Digital Marketing
Lecture 02: Chapter 3

Part 2
Topic(s): Discussion for Case 01, 02
Facilitator: Students

Assignment:
• Quiz 1 for Chapter 1~3 (Due Sep 8)

Sep 12 – Week 4

Topic(s): Harvest Moon Festival (no classes)
Assignment:
• Required reading: Textbook Chapter 4, 5
• Case 03: Images, Sales, Brands (Chapter 3 Case)
**Sep 19 – Week 5**

**Part 1**
Topic(s): Conscious Marketing / Analyzing the Marketing Environment
Lecture 03: Chapter 4, Chapter 5

**Part 2**
Topic(s): Discussion for Case 03
Facilitator: Students

**Assignment:**
- Required reading: Textbook Chapter 6, 7
- Case 04: DAILY TABLE (Chapter 4 Case)
- Case 05: The rise of the Electric Car (Chapter 5 Case)

**Sep 26 – Week 6**

**Part 1**
Topic(s): Consumer Behavior / Business-To-Business Marketing
Lecture 04: Chapter 6, Chapter 7

**Part 2**
Topic(s): Discussion for Case 04, 05
Facilitator: Students

**Assignment:**
- Required reading: Textbook Chapter 8, 9
- Review “Creating the Marketing Plan: Chapter 2”

**Oct 4 – Week 7 (Make Up Day)**

**Part 1**
Topic(s): Global Marketing / Segmentation, Targeting, and Positioning
Lecture 05: Chapter 8, Chapter 9

**Assignment:**
- Quiz 2 for Chapter 4-9 (Due Oct 7)

**Part 2**
Topic(s): How to design Your Marketing Plan
Facilitator: Instructor

**Assignment:**
- Idea Generation for Your Marketing Plan
- Prepare Mid-term Exam
- Study Chapter 1-9

**Oct 10 – Week 8**

Topic(s): Hangul Proclamation Day – Alternative Holiday (no classes)

**Assignment:**
- Prepare Mid-term Exam
- Study Chapter 1-9


Oct 17 – Week 9
Topic(s): Mid-term Exam
Instructor: Test will be taken in the class with Face to Face mode
Assignment:
• Develop STP Strategies of Your Marketing Plan
• Required reading: Textbook Chapter 10, 11, 12, 13

Oct 24 – Week 10
Part 1
Topic(s): Marketing Research / Product, Branding, and Packaging Decisions
Lecture 06-1: Chapter 10, Chapter 11

Part 2
Topic(s): Product, Branding, and Packaging Decisions
Lecture 06-2: Chapter 12, Chapter 13
Assignment:
• Quiz 3 for Chapter 10–13 (Due Oct 27)
• Create STP Strategies of Your Marketing Plan (finalize and upload PPT file for presentation)
• Prepare presentation for STP Strategies of Your Marketing Plan

Oct 31 – Week 11
Part 1
Topic(s): STP Strategies of Your Marketing Plan I
Presentation: Students

Part 2
Topic(s): STP Strategies of Your Marketing Plan II
Presentation: Students
Assignment:
• Prepare presentation for STP Strategies of Your Marketing Plan

Nov 7 – Week 12
Part 1
Topic(s): STP Strategies of Your Marketing Plan III
Presentation: Students

Part 2
Topic(s): STP Strategies of Your Marketing Plan IV
Presentation: Students
Assignment:
• Required reading: Textbook Chapter 14, 15, 16, 17

Nov 14 – Week 13
Part 1
Topic(s): Pricing Concepts for Capturing Value / Strategic Pricing Methods and Tactics
Lecture 07-1: Chapter 14, Chapter 15

Part 2
Topic(s): Supply Chain and Channel Management / Retailing and Omnichannel Marketing
Lecture 07-2: Chapter 16, Chapter 17
Assignment:
• Quiz 4 for Chapter 14~17 (Due Nov 17)
• Required reading: Textbook Chapter 18~20

Nov 21 – Week 14
Part 1
Topic(s): IMC / Advertising, PR, and Sales Promotion / Personal Selling
Lecture 08: Chapter 18~20
Part 2
Topic(s): Guide for creating Your Marketing Plan
Instructor: Deliver Guide Document
Assignment:
• Quiz 5 for Chapter 18~20 (Due May 5)
• Writing: Complete Your Marketing Plan

Nov 28 – Week 15, Monday
Part 1
Topic(s): Pitch Your Marketing Plan 1
Presentation: Students for Day 1
Decisions: Invest Your Money (Students)
Part 2
Topic(s): Pitch Your Marketing Plan 2
Presentation: Students for Day 2
Decisions: Invest Your Money (Students)

Dec 5 – Week 16, Monday
Part 1
Topic(s): Pitch Your Marketing Plan 3
Presentation: Students for Day 3
Decisions: Invest Your Money (Students)
Part 2
Topic(s): Pitch Your Marketing Plan 4
Presentation: Students for Day 4
Decisions: Invest Your Money (Students)
Assignment:
• Prepare Final Exam
• Study Chapter 10~20

Dec 12 – Week 17, Monday
Topic(s): Final Exam
Instructor: Test will be taken in the class with Face to Face mode

Dec 17 – Week 17, Friday
Topic(s): Grades Conferral
Preparation: Instructor