



MGT-3300: Marketing Management

Instructor:	How to Get in Touch:	Office Hours:
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Our class meets Tues/Thurs @ 11:00-12:15 in Scheller 103		

Course Overview

Welcome to Marketing - where the where the science of strategy meets the art of persuasion. Why did Southwest Airlines start charging for baggage (boo!)? Why do businesses pay \$8 million for 30-second SuperBowl ads? Why do some products fail? Why does that pair of Nike shoes you just saw on Zappos follow you around in internet ads? This semester, we'll explore the answers to these and many other questions as we dive into the dynamic, fascinating, and ever-present discipline of marketing.

This course introduces the foundational principles of marketing, focusing on the strategic levers (product, price, place, and promotion) that organizations use to create, communicate, and deliver value. You'll discover marketing not just as a business function, but as a powerful force that shapes consumer behavior, drives innovation, and supports sustainable growth across sectors.

No matter what your future path - finance, tech, entrepreneurship, or the arts - developing a marketing mindset will equip you with the analytical tools and creative frameworks needed to navigate markets with purpose and precision. This semester will challenge you to think differently, as both a more discerning consumer and a more insightful leader.

Together, we will explore marketing in 3 modules:





Learning Objectives

My goal in this course is to equip future business leaders with a strong foundation in marketing - one that enhances strategic thinking and adds value across industries. Through this course, you will:

- 1. Build a Strategic Marketing Toolkit:** All business leaders (investment bankers to entrepreneurs; tax accountants to Chief Creative Officers) benefit from understanding basic tools used to make marketing decisions. You will utilize marketing frameworks, analytical tools, and decision-making strategies to analyze marketing challenges faced by a wide variety of businesses.
- 2. Gain Fluency in Marketing Terminology:** Master essential marketing terms and concepts, enabling you to confidently understand, interpret, and contribute to high-level marketing discussions.
- 3. Apply Marketing Insights to the Real World:** Learn to see the world through a marketing lens. By analyzing current events and industry trends, you will sharpen your ability to connect theory with practice and recognize marketing's pervasive role in business and society.
- 4. Develop a Strategic Marketing Plan:** Together with your project team, you will create a comprehensive marketing plan to add value to the organization you select.

Materials Used in Course

Textbook: Principals of Marketing, 19th Ed. by Kotler & Armstrong, e-text, ISBN: 9780137991839.

You can either purchase your e-text from the bookstore, or directly through Pearson ([Principles of Marketing](#)) using this discount code (BACKTOSCHOOL15) before September.

Class Format

The format of this class is in-person, and most classes will be recorded.

If you miss a class and wish to view the content of our recorded lecture, you can access that content via CANVAS > MEDIA GALLERY. Please see the attendance policy below to understand the course policy for absences.

Please also know that I prioritize the class experience for in-person students. As such, the class recording may not be optimal (grainy sound quality, fuzzy slide quality, poor audio-visual experience). The best way to absorb class content is to attend in-person. In other words, do not rely on the class recordings to view lecture content.



Class Schedule

The schedule below is *tentative* – please check the homepage calendar on Canvas for the most up-to-date course calendar. However, quiz dates below are *final* – please mark your calendars accordingly.

Class #	Day	Date	Topic Category	Topic	Assignments & Readings Due (before class, unless otherwise noted)
1	Tues	8/19/2025	Marketing Strategy	Introduction to Marketing	Ch. 1
2	Thurs	8/21/2025		Marketing Strategy	Ch. 2 CATME Team Survey (11:59pm) Course Intro Survey (11:59pm)
3	Tues	8/26/2025		Developing a Marketing Plan	Ch. 18
4	Thurs	8/28/2025		Team Meetings; Project Kickoff	Project - Input Team Decisions (11:59pm)
5	Tues	9/2/2025	Understanding Buyers	Marketing Research	Ch. 4
6	Thurs	9/4/2025		Marketing Research	
7	Tues	9/9/2025		Quiz 1 (remote via Canvas)	Ch. 1, 2, 18, 4
8	Thurs	9/11/2025		Buyer Behavior	Ch. 5
9	Tues	9/16/2025		Segmentation, Targeting, Positioning	Ch. 7 Research Summary 1
10	Thurs	9/18/2025		Team Meetings (brainstorming)	
11	Tues	9/23/2025	The Marketing Mix (4 Ps, Marketing Execution)	Team Meeting Day (NO CLASS)	Project - Market Intel Report (11:59pm)
12	Thurs	9/25/2025		Brands	Ch. 8 Project - Team Feedback #1
13	Tues	9/30/2025		Products	Ch. 9
14	Thurs	10/2/2025		Products	
	Tues	10/7/2025		Fall Break - No Class	
15	Thurs	10/9/2025		Quiz 2 (remote via Canvas)	Ch. 5, 7, 8, 9
16	Tues	10/14/2025		Team Meeting Day (NO CLASS)	Schedule Meeting with Emily
17	Thurs	10/16/2025		Team Meeting Day (NO CLASS)	Schedule Meeting with Emily



18	Tues	10/21/2025		Integrated Marketing Communications	Project - Consumer Intel Report (11:59pm) Ch. 14
19	Thurs	10/23/2025		Advertising	Ch. 15
20	Tues	10/28/2025		Digital Marketing	Ch. 17 & Canvas Resources Research Summary 2
21	Thurs	10/30/2025		Digital Marketing	
22	Tues	11/4/2025		Quiz 3 (remote via Canvas)	Ch. 14, 15, canvas resources
23	Thurs	11/6/2025		Channels	Ch. 12
24	Tues	11/11/2025		Pricing	Ch. 10, 11, Appendix 2
25	Thurs	11/13/2025		Pricing	
26	Tues	11/18/2025		Marketing Career Showcase	Research Summary 3
27	Thurs	11/20/2025		Group Work Day - prep for your presentation	
28	Tues	11/25/2025		*Optional* Quiz 4 (remote via Canvas)	Cumulative
	Thurs	11/27/2025		Thanksgiving Break - No Class	
29	Tues	12/2/2025		Group Presentations	Project - Final Marketing Plan Presentation
	Mon	12/8/2025 8:00am-10:50am		Group Presentations	Project - Final Marketing Plan Presentation Project - Team Feedback #2

orange shading denotes research lab week.

Course Grading Policy

The following grading scale, with scores rounded to the nearest whole number, will be used in the course: A: 90-100%, B: 80-89%, C: 70-79%, D: 60-69%, F: below 60%

Evaluation

This course has 1,000 points broken down as follows:

%	Points	Individual or Team?	Deliverable
6%	60	Individual	Research Requirement
24%	240	Individual	Class Attendance & Preparation
30%	300	Individual	Quizzes (3 Quizzes, each worth 100 points)
40%	400	Individual & Team	Marketing Project
100%	1000		Total



Research Requirement:

All students in MGT 3300 are required to complete three hours of research participation during the semester. This is a valuable way for you to receive first-hand experience with marketing research, reinforcing some topics we will cover in class.

There are two ways you can fulfill this requirement, and you may combine them as needed:

1. Complete three one-hour marketing research sessions at the Scheller College of Business.
 - a. Sign up online (details will be provided later in the semester).
 - b. Important: Take a screenshot that includes the date/time from your device on the final screen where you select your section and enter your name. This serves as backup proof of completion. You do not need to submit the screenshot unless your participation credit is incorrectly marked as zero.
2. Write three 2-page summaries and critiques of marketing research articles. Each review counts for one hour of research participation. Your reviews should adhere to these guidelines:
 - a. Formatting: Times New Roman, size 12, double-spaced, 1-inch margins. No extra line breaks between paragraphs. Header info (name, date, article citation) does not count toward the 2-page minimum.
 - b. Submission: Upload to Canvas as a .doc or .docx file.
 - c. Article Criteria: Must be published in the past 2 years in the following journals: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, or Marketing Science.
 - d. Deductions:
 - i. -12.5 points if the citation is missing.
 - ii. -50 points if the article is from the wrong journal. Published more than 2 years ago or both. The late submission policy applies.
 - iii. Points will be deducted for the % less than 2 full pages submitted. Please note from part a what does not count towards the page requirement.
 - iv. YOU MAY NOT USE CHATGPT OR ANOTHER AI SOFTWARE TO WRITE OR EDIT YOUR REVIEW. Use of any AI tool is subject to an Honor Code violation. Plagiarism of any kind is considered an Honor Code violation and will be reported. So, if you cannot fully paraphrase something, please put it in quotes and cite it appropriately.
3. Combining options: You may mix participation and article reviews (e.g., attend 2 studies and submit 1 article summary). You may also submit article reviews early. However, you cannot submit a research summary during the same week that you participate in a lab session. If you miss a deadline for either option, it cannot be made up.

This semester the lab sessions will run during the weeks of: September 8, October 20, November 10. You will be sent emails about the lab session. Please check your GT email



address often. Your write up must be uploaded to the appropriate assignment in Canvas by 11:59pm on the due date showing on Canvas and on the syllabus.

Class Attendance & Preparation:

Coming to class prepared, and ready to engage is a requirement for success in MGT-3300.

Every class is worth **5 potential points**, and I **automatically drop your 3 lowest grades** in this category without penalty. Full points in this category are awarded to those who:

- Attend, and stay for the entire class
- Arrive on time
- Follow the course professionalism and technology policies (see below)
- Correctly answer class Mentimeter questions (demonstrating that you came prepared, having read the assigned textbook chapter). Each class, I will ask you a variety of Mentimeter questions (some “easy” or opinion poll questions, and some more challenging questions meant to demonstrate your knowledge of course concepts and replicate quiz-style questions).

Attendance: You can miss up to 3 classes, penalty free this semester. If you have to miss class or leave early, **you do not need to let me know**. It is your responsibility to ask a classmate what you missed, to communicate your attendance proactively with your project team, and to make sure you complete any assignments. Also, I record our class sessions, so you may view the recorded meeting to catch up on missed content. We will track class attendance using Mentimeter software (a QR code will be displayed at the beginning of each class session).

If you have a major illness that will require you to miss more than 3 “live” classes, and/or a course deliverable, please email me as soon as possible so we can co-create a specific game plan to keep you on track in this course. I will not require a doctor’s note from you but will instead rely on the use of your best judgment in determining your ability to attend class.

Class Professionalism Policy: I adhere to business norms for professional meeting engagements in our class. I expect you will:

- Arrive on time, and stay for the duration of class
- Demonstrate respect for your professor and fellow students in all spoken and written interactions
- Express opinions / challenges / comments in a constructive manner that honors and builds up our classroom community (includes your individual dealings with project team members and peer evaluation forms)
- Come prepared having read the assigned material before class
- Single-task, and remain focused on the requested class content
- Silence all sound-generating devices during class



As the professor, I reserve the right to dismiss any student for disruptive behavior. Such instances will count as class absences.

Class Technology Policy: Technology is integrated into this course in a manner that reflects professional norms in the modern workplace. I expect you to engage with digital tools in service of our shared academic objectives and to refrain from any use that is off-task, distracting, or misaligned with the learning environment. A guiding principle: *Would this be appropriate behavior in a meeting with your future employer?*

At designated times, class will operate under a **technology-free protocol**, during which laptops, tablets, and mobile devices must be stowed. This is a deliberate, research-supported approach to enhance focus, critical thinking, and information retention - drawn from both pedagogical evidence and my decade+ of instructional experience.

In other modules, the use of technology will be integral to active learning. Examples of appropriate and expected use include:

- Participating in live polls (e.g., Mentimeter)
- Collaborating on your team's project

Misuse of technology - including off-topic browsing, failure to disengage from devices when requested, or any activity that detracts from the class learning environment - will negatively impact your course attendance & preparation grade.

Quizzes: You will have 3 quizzes in this class, with an *optional* fourth quiz. The quizzes are comprised of multiple-choice questions centered around course concepts and application of those concepts from lecture, textbook readings, and other materials / readings you complete on Canvas. I will post study materials to help you prepare for these assessments. To succeed, you should study the textbook carefully (especially topics listed in the review guide), engage fully in your group project, and participate in class.

Quizzes are conducted *remotely during class time* using Canvas and will be proctored remotely using Georgia Tech's HonorLock software. Quizzes 1, 2, and 3 are 45 minutes in duration, and contain 30 questions. The *optional* final quiz is cumulative (covers all material from the semester) is 75 minutes in duration and contains 50 questions. You are responsible for finding / reserving a quiet space for this assessment.

Missed quizzes: If you miss a quiz for *any reason (excused or unexcused)* you may make it up only by taking the fourth quiz at the end of the semester (see course schedule for date/time). This is the only make-up option. I do not give make-up quizzes or offer quizzes at alternative times due to schedule conflicts, illness, travel, or other reasons. I will not offer any early quizzes (please do not ask). If you have an Institute-level excused absence (e.g., student athlete travel) that conflicts with a quiz date, please email me at least 1 week prior to the quiz so we can plan an appropriate accommodation.



If you take all three quizzes, you may take the comprehensive final quiz to try to improve your overall average quiz grade. Your three highest quiz grades will be counted; the lowest quiz grade is automatically dropped. The make-up/final quiz will be given *only* at the scheduled time. No exceptions will be made, so ***make your travel plans accordingly***.

Quizzes in this class are closed-book, closed-note, and reproducing quiz content in any format or collaborating with others during the assessment is a violation of our course Academic Integrity Policy (see below), and will result in a grade of ZERO for the impacted quiz.

Marketing Project: Together with your project team, you will function as marketing consultants, applying course concepts through a semester-long project focused on a company you select. Your goal is to develop a strategic marketing proposal based on real consumer and market insights to add value for the organization. This may involve reviving an underperforming product, reversing the decline of a product, or identifying new growth opportunities. Tactically, this may involve introducing a new product, repositioning a product, introducing a product to a new customer segment, making product modifications, or phasing out a product and reallocating resources.

See the full project details and instructions in Canvas > ASSIGNMENTS.

Attendance is mandatory on your final presentation day. If you are not present in person, your individual project grade will be reduced by 5% - no exceptions.

Peer Evaluations for Group Marketing Project: You will complete two peer evaluation forms during the semester via CATME survey software. Please note that some fields in the survey are only shared with your professor, while other fields are shared anonymously with your teammates. These evaluations are used to adjust individual grades based on each member's contribution to the project deliverable. I also use these evaluations to encourage full participation from all team members, and to provide you with individualized feedback from those who work closest with you this semester.

If you experience a problem with your group, notify me of the issue ASAP so I can help.

Accommodations:

- If you require accommodations, contact the **Office of Disability Services** at (404) 894-2563 or <http://disabilityservices.gatech.edu/> as soon as possible. Send your accommodations letter to the instructor **within the first two weeks** of class. Students needing **extra time on exams** are responsible for sending me your



accommodation letter at least 2 weeks prior to our first exam, and for scheduling your own proctoring services and/or room accommodations as needed.

- If you're waiting for official accommodations but need support, please **meet with me early** to discuss temporary solutions.
- **For health-related accommodations**, documentation must come **from the [Dean of Students](#)**—do not send personal medical information or doctor's notes via email. You may notify me that you're submitting paperwork but avoid sharing private details in email communications.

Academic Integrity Policy

In accordance with Georgia Tech's [Academic Honor Code](#): Academic misconduct is any act that does or could improperly distort Student grades or other Student academic records. I take the academic integrity of our classroom seriously, and as such, will file honor code violation reports when I suspect any of the following types of academic misconduct. Such acts of misconduct include but need not be limited to the following:

- Unauthorized Access: Possessing, using, or exchanging improperly acquired written or verbal information in the preparation of a problem set, laboratory report, essay, examination, or other academic assignment.
- Unauthorized Collaboration: Unauthorized interaction with another Student or Students in the fulfillment of academic requirements.
- Plagiarism: Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating the authorship.
- False Claims of Performance: False claims for work that has been submitted by a Student.
- Deliberate Falsification: Deliberate falsification of a written or verbal statement of fact to a Faculty member and/or Institute Official, so as to obtain unearned academic credit.
- Distortion: Any act that distorts or could distort grades or other academic records.

Students are required to be versed in the full Academic Honor Code. Additional violations of the honor code include:

- Knowingly or unknowingly cheating on any graded item.
- Signing another student into class.
- Sharing your presentation evaluation with a student who arrives late or misses class.

I take the academic integrity of our class seriously, and will refer all suspected violations of the Academic Honor Code to the Office of Student Integrity. Violations of the honor code will result in disciplinary action, and point penalties including a grade of zero on the affected assignment.

Use of AI (Artificial Intelligence) in This Course

In this course, we will discuss and practice using Artificial Intelligence in a way that mimics how industry professionals use AI for efficiency gains in the marketing area. For example:



we will use AI to assist with brainstorming solutions and product names for your marketing plan project topic.

You may use AI only for refinement and efficiency tasks – not as a substitute for critical thinking and analysis. Using AI to “give you answers” or “do your research” does you a disservice in your career-readiness. Those who simply plug the assignment questions in to AI, and ask the AI to “give you the answers” will receive point penalties on your assignments in this class.

If you use AI to complete your class assignments, I ask that you upload a copy of the “chat” you used as a separate Word or PDF document alongside the final deliverable that you submit to Canvas.

You may use AI to help with your project research (preference for perplexity.ai vs ChatGPT). However, you **MUST validate and cite your sources**. *Anything that is behind a paywall should be submitted as an appendix to your assignment*. You MUST write the content in your own words and should not directly copy text from any AI tool. All sources will be validated and if there is an issue with a source, there will be a 5-point grade penalty per issue. Failure to appropriately cite sources on assignments is considered Honor Code violations and will be reported to the Office of Student Integrity for disciplinary action.

Late Assignments

Unless otherwise noted, assignments that are submitted past the due date will be accepted for up to three calendar days past the initial due date and time. Each day comes with a 5% penalty that cumulates. Assignments will receive a grade of zero if submitted after 72 hours from the original submission day/time. However, feedback may still be provided to enhance student learning. Late days are counted starting from the due date and time (an assignment 2 hours late is one day late; an assignment 26 hours late is 2 days late, etc.). All days, including weekends and holidays, count. Please double check that your assignments are uploaded. It is a good idea to save the “upload successful” receipt.

Other Relevant University Policies

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. [Review Georgia Tech’s Honor Code](#) and the [student Code of Conduct](#).

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Collaboration & Group Work



In MGT-3300, you will work together in groups on your Marketing project. For any individual assignments, including individual class prep items and your exams, I ask that you complete your tasks individually without outside assistance.

Inclement Weather and Digital Learning Days

If a weather-related event affects campus operations, we will still plan to meet given that our class is a digital format and we meet via zoom.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Undergraduate Student Academic Success Resources: A list of resources for undergraduate students' academic success and information about advising can be found at Success at Tech.

1:1 Tutoring: Students looking for additional assistance outside of the classroom are advised to consider working with a peer tutor through Knack. Georgia Institute of Technology has partnered with Knack to provide students with access to verified peer tutors who have previously aced this course. To view available tutors, visit gatech.joinknack.com and sign in with your student account.

Student Well-Being:

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A comprehensive list of wellness related resources has been compiled and maintained by the Office of the Vice President for Student Engagement and Well-being (student-resource-guide (gatech.edu))