

## **Management and Organization Studies 3320A, 550 Marketing for MOS**

### **CONTACT**

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### **CLASS**

Day: Thursdays  
Time: 6:30-9:30 pm  
Room: V208

### **COURSE PREREQUISITES AND ANTIREQUISITES**

Antirequisite: MOS 2320A/B

Prerequisite: BUS 2257 and enrolment in BMOS

Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course, and you do not have written special permission from your Dean to enroll in this course, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### **COURSE DESCRIPTION**

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

### **COURSE MATERIALS**

Marketing, *3rd Canadian Edition (Grewal, Levy, Persaud, Lichti), 2015, McGraw-Hill Ryerson Ltd.*

*Print: ISBN-10 1-259-03065-2, ISBN-13 978-1-259-03065-9 (Please be aware you will only be able to obtain used copies of the print edition).*

Connect Standalone option 9781259104312G Marketing 3ce - CONNECT w/SmartBook (365 Days Subscription)

This can be purchased for \$89 CAD at <http://connect.mheducation.com/class/e-chen-bendle-click-here-to-access-etext-and-resources>

### **COURSE LEARNING OBJECTIVES**

Upon successful completion of this course students should be able to:

1. Demonstrate professionalism expected by an employer.
2. Demonstrate effective written and oral communication skills.
3. Describe aspects of marketing, including: marketing strategy, social responsibility, consumer behaviour, segmentation and targeting, products and services, the marketing mix, and marketing planning.
4. Apply marketing concepts in real business situations.

### DESCRIPTION OF CLASS METHODS

With the exceptions of the presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material. Please note class contribution is graded. Please see expectations detailed below.

### EVALUATION

Component	Timing	Weight
Class Contribution	Weekly	20%
Final Exam	During Exam Period	30%
Group Project: Analysis and Objective Presentation	Week 6	15%
Group Project Marketing Plan Report	Week 11	25%
Group Project Final Presentation	Week 12	10%

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a "0". All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

### Evaluation Component Descriptions

Please refer to all additional details regarding grading components provided through OWL and in class lectures.

#### ***Class Contribution***

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

**Final Exam**

The final exam will cover all material in the text and all content covered during class time over the course of the semester. The format may include multiple choice, short answer, long answer, essay and case analysis. The exam will take place during the Final Exam Period (December 10-21) and will be three hours long.

**Group Project**

Over the course of the semester, the group project will provide you with an opportunity to apply the course content to a real world situation. It is comprised of three major deliverables, together worth 50% of your total grade for this course. You may pick your topic for this project, but it must be either a marketing plan for a small existing business (a local shop or restaurant for example), or a marketing plan for a new business you are creating or considering creating. Your marketing plan must be an ORIGINAL marketing plan – for example if you choose an existing business you cannot simply observe and report on their existing marketing strategy.

Please make a note of the project deadlines in the weekly course schedule above. Please be aware that group lists (due end of Week 2) and Group Project topics (due beginning of class Week 4) must be submitted in hard copy only. I will assign groups for any class members who do not find a group on their own.

**Group Project: Analysis and Objectives Group Presentation**

Your presentation should address the following:

- *Analysis of the macro environment, as applicable, including:* the demographic environment, cultural environment, the economic environment, the technological environment, the political and legal environment, social and natural environment
- *Analysis of the micro environment, including:* competitor analysis, company analysis, corporate partner analysis
- *STP analysis, including:*
  - A discussion of appropriate segmentation base
  - A discussion of targeting strategy
  - A detailed description of the proposed target market, including a discussion of segment attractiveness as discussed in the course text. Please note this MUST include a quantitative component (a segmentation profitability calculation is sufficient as a starting place – potential growth or contraction would ideally also be assessed)
  - A discussion of positioning, which MUST include a positioning statement.
- Implications of the Analysis: Please do not underestimate the importance of this section
- Preliminary objective statement for the Marketing Plan, created using the SMART format discussed in class.

Content should be conveyed in a way that maximizes the opportunities of “presentation” as a medium. For example, students might include thoughtful use of visuals and videos. Student should limit reliance on notes and find ways to interest and connect with the audience. Presentations should be well organized, should include an agenda slide and should begin with introductions of the members of the team and end with concluding remarks. Business attire is not required but is strongly suggested. All presentations must be properly cited and referenced using APA.

- Each team must hand in a hard copy of the project, as well as submitting it through Turnitin
- The time limit will be announced in week 1.

**Group Project Marketing Plan Report**

The Group Project Marketing Plan Report should follow the Structure of a Marketing Plan outlined in Appendix 2A of your textbook. The Objectives/Goals section can (and probably should) be revised from the Analysis and Objective Presentation.

A very brief summary of the key findings of the Situation Analysis should be included. The STP Analysis should be summarized with sufficient detail about the base(s) of segmentation, targeting strategy, target market and positioning statement. The STP Analysis may be revised from the Analysis and Objective Presentation. A detailed marketing strategy **MUST** be included. It is extremely important that you draw on course content, tools and frameworks to explain the reasoning for the marketing strategy decisions you make, and that you use course language, content, and tools to describe the decisions you make.

Your project will be assessed on:

- Complete development of all aspects of the Marketing Plan
- Correct and thorough application of course concepts
- Clear, concise and professional communication of your ideas
- Consistency throughout the presentation. For example, the implications from your analysis should lead to a clear objective statement, and all activities described in the plan should connect to this statement.
- Adherence to formatting requirements, including:
  - o Inclusion of a cover page with each student's name and student ID
  - o A table of contents
  - o Each team must hand in a hard copy of the project, as well as submitting it through Turnitin
  - o Report should be 15 double spaced pages long, excluding table of contents, appendices, exhibits, references, and cover page. APA formatting is strongly recommended throughout the paper.
  - o **APA style citations and references must be included for ALL sources. Secondary research will be necessary to properly complete this project.** Please ask if you have any questions.
  - o In other words, the main body of the paper must be able to be read ("standalone") without the appendices, and any all appendices must be referred to in the main body of the paper.

### **Group Project Final Presentation**

The presentation of the group project is worth 10% of your overall final grade. Every group member must present.

The Group Project Final Presentation should be a "pitch" of your Marketing Plan Report. Key elements of the Analysis and Objectives Group Presentation and Marketing Plan Report must be included, and conveyed in a way that maximizes the opportunities of "presentation" as a medium. For example, students might include thoughtful use of visuals and videos. Student should limit reliance on notes and find ways to interest and connect with the audience. Presentations should be well organized, should include an agenda slide and should begin with introductions of the members of the team and end with concluding remarks. Business attire is not required but is strongly suggested. All presentations must be properly cited and referenced using APA.

- o Each team must hand in a hard copy of the project, as well as submitting it through Turnitin
- o The time limit will be announced in week 1.

### **COURSE STRUCTURE AND CONTENT**

Date	Topic	Readings
<b>Week 1 Sep 6</b>	Introduction to course Overview of Marketing	Chapter 1
<b>Week 2 Sep 13</b>	Social Responsibility & Ethics (see OWL for add. material) Developing Marketing Strategies and a Marketing Plan	Chapters 2, 3

	Analyzing the Marketing Environment  <b>Deadline: group lists for Group Project must be handed in at the end of class</b>	
<b>Week 3 Sep 20</b>	Global Marketing only through page 547 Segmentation, Targeting and Positioning	Chapter 17, 6
<b>Week 4 Sep 27</b>	Marketing Research Review Group Project topic with instructor  <b>Deadline: Submit your Group Project topic at the start of class.</b>	Chapters 7
<b>Week 5</b> Oct 4	Consumer Behaviour Business-to-Business Marketing	Chapters 4, 5
<b>Reading week</b> Oct 11	Reading week	
<b>Week 6 Oct 18</b>	<b>Analysis and Objective Group Presentations</b>  <b>Deadline: Analysis and Objective Group Presentations due at start of class</b>	
<b>Week 7 Oct 25</b>	Developing New Products Product, Branding, Packaging	Chapters 8, 9

<b>Week 8 Nov 1</b>	Services Pricing	Chapters 10, 11
<b>Week 9 Nov 8</b>	Distribution Channels Retailing	Chapters 12, 13
<b>Week 10 Nov 15</b>	Integrated Marketing Communication Online (see OWL for add. material)	Chapter 14
<b>Week 11 Nov 22</b>	Advertising, Sales Promotions, Personal Selling  <b>Deadline: Marketing Plan Report due at the start of class</b>	Chapter 15
<b>Week 12 Nov 29</b>	Group Project Final Presentations  <b>Deadline: Final Presentations due at the start of class</b>	
<b>Week 13 Dec 6</b>	Group Project Final Presentations  <b>Deadline: Final Presentations due at the start of class</b>	
TBA	Final Exam – During Exam Period December 10-21	

The course outline and schedule are subject to change at the discretion of the course instructor.

### A Note Regarding Email

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don't hesitate to reach out.
4. **I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don't get stuck!)**

### Appointments

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

### Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

### Dropping a Course

In order to drop a course without academic penalty, you must drop the course by the following date: Fall Term Half Credit Course November 12

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

### Plagiarism

Plagiarism is an academic offense and will be treated as such. Students who are in doubt as to the nature of this offence should consult their instructor, Department Chair, or Dean's Office, as well as the Huron University College Statement on Plagiarism, available at the Reference Desk in the Huron University College Library and at <https://huronuc.libguides.com/c.php?g=455405&p=4961561>

In addition, students may seek guidance from a variety of current style manuals available at the Reference Desk in the Huron University College Library. Information about these resources can be found at <https://huronuc.libguides.com/c.php?g=455405&p=4961561>

Plagiarism detection software may be used in this course. Students may be required to submit their work in electronic form.



**The Appendix to Course Outlines is posted on the OWL course site.**