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**The University of Western Ontario**  
**Management and Organizational Studies Program**  
**Faculty of Social Science, Fall 2008-09**

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**Marketing for Administrative & Commercial Studies**

**Course Number: MOS 3320b - Section (03)**

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

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## Course Information

Course Name:	Marketing for Administrative & Commercial Studies		
Course Number:	MOS 3320b		
	<b>Course Section Information</b>		
	<b>Section</b>	<b>Location</b>	<b>Time</b>
	Section 03	SSC 3010	Thur: 11:30 p.m.-2:30 p.m.

## Instructor Information

<b>Instructor:</b>	F.A. Rick Burjaw, HBA, MBA,	
<b>Office:</b>	SSC-2206	
<b>Office Telephone:</b>	519.661-2111. Ext. - 87273	
<b>e-mail:</b>	<a href="mailto:rburjaw@uwo.ca">rburjaw@uwo.ca</a> or burjaw@market-tude.com	
<b>Office Hours:</b>	<b>Wednesday</b>	10:30a.m.-11:30a.m. and 3:30-4:30p.m.
	<b>Thursday</b>	9:30a.m.-11:30 p.m. and 2:30-3:30 p.m.
	<b>Friday</b>	10:30a.m.-11:30a.m.

## Required Text

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Perrault , McCarthy, Meredith & Ricker (2007), *Basic Marketing: A Global-Managerial Approach: (12th Canadian edition)*. (PM) McGraw Hill Ryerson, ISBN 0-07-097425-X

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# Course Description & Objectives

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## Course Description:

An introduction to the role of marketing in the organization and society.

**Prerequisites: Business 257 and enrolment in the BMOS program. "Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, 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 Objectives:

This course is designed to introduce the field of marketing to the program student. The focus of the course will be on the role of marketing in society and on its relevance to the firm, organization, and individual. The course lectures, class discussions, reading assignments, guest presentations, and the individual marketing paper will provide the student with the opportunity to learn the concepts and theories of the subject area and to apply this knowledge in a systematic and logical manner. The guest presentations will provide the student with an opportunity to apply their understanding of the class teachings by asking questions of business practitioners, while the individual marketing paper will provide the opportunity to engage in an individual, social science research experience.

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## Mid-Term & Final Exam

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There will be a mid-term test and a final exam in the course. Both can include multiple-choice, fill-in-the-blank, short answer, cases, and/or short essay questions. Questions can pertain to any of the material covered during the course with respect to the relevant topic areas, including those topics contained in the guest speakers' presentations, and class discussions. The mid-term, and final are closed book.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	Section 03- Thursday, February 12 <sup>th</sup> . 11:30-2:30 SSC 3010
Final Exam	Date/Time/Place: _TBA_____ / _____ / _____ (3 hours).

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## Marketing Plan Assignment

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The purpose of the Marketing Plan is to provide the opportunity to explore a specific firm, in marketing, that may be of interest to you. This requirement allows the student to research and approach a current firm, or planned enterprise, locally, or at a distance, and bring to the class a successful marketing plan. The selection is unlimited,

## ***But it is restricted to approval from the professor.***

The format of the marketing Plan will follow the basic generalities outlined in your text (p.39) with further emphasis as suggested in class. As a **guideline only**, the following subjects are examples of some factors you might wish to cover in your Marketing Plan.

### **Key Concept:**

1: Customer satisfaction (chap. 1)	31: Public relations (chap. 13)
2: Marketing concept (chap. 1)	32: Team selling (chap. 14)
3: Marketing Mix (chap. 2)	33: Comparative advertising (chap. 15)
4: Market penetration (chap. 3)	34: Cooperative advertising (chap. 15)
5: S.W.O.T. analysis (chap. 3)	35: Institutional advertising (chap. 15)
6: Competitor analysis (chap. 4)	36: Penetration pricing policies (chap. 16)
7: Mission Statement (chap. 4)	37: Push money allowances (chap. 16)
8: Strategic business unit (SBU) (chap. 4)	38: Status-quo pricing (chap. 16)
9: Gross national product (GNP) (chap. 5)	39: Trade-in-allowances (chap. 16)
10: Attitudes (chap. 6)	40: Value pricing (chap. 16)
11: Culture (chap. 6)	41: Licensing (chap. 18)
12: Limited problem solving (chap. 6)	42: Benchmarking (chap. 19)
13: Selective exposure (chap. 6)	43: SERVQUAL
14: Focus group interview (chap. 8)	44: SPAM (email, not the “meat” product!)
15: Quantitative research (chap. 8)	45: Subliminal advertising
16: Marketing info. system (MIS) (chap. 8)	46: Gender marketing
17: Unsought products (chap. 9)	47: Religious marketing
18: Impulse products (chap. 9)	48: Brand management
19: Service quality (chap. 9)	49: Customer relationship management
20: Product liability (chap. 10)	50. SMART objectives
21: Customer service levels (chap. 11)	51. Mystery shopping
22: Direct marketing (chap. 11)	52. Point of purchase displays
23: Auction companies (chap. 12)	53. Marketing/Finance interface
24: Combination export manager (chap. 12)	54. Value added strategies
25: Franchise operations (chap. 12)	55. Price discrimination
26: Mass-merchandisers (chap. 12)	56. ISO 10002
27: Supermarkets (chap. 12)	
28: Decoding (chap. 13)	
29: Adoption curve (chap. 13)	
30: Innovators (chap. 13)	

\* Although every key concept does not relate to a specific text chapter, all have relevance to the field of marketing study.

### **Requirements for the Marketing Plan are as follows:**

- (1) Sign up on the sheets posted on **my office door ( SSC 2206)** with your team mates, as selected by you for the ***date of your presentation*** with a maximum of 5 members per team.
- (2) Each team must contact me by EMAIL (**rburjaw@uwo.ca**) with the following information **BEFORE FRIDAY January 25<sup>th</sup>, 2009** (in order to provide some time to carefully prepare your Marketing Plan and meet with your chosen firm)

(a) In the email to me, include, not merely your team members, but the name of the firm you wish to do your marketing plan on. It is imperative that you **DO NOT CONTACT THEM** until you have received my acceptance of that firm for your project.

(3) Once you have received email confirmation as to your choice, you are free to contact them and begin your Plan .The complete Marketing Plan must be between 5 – 10 pages (approximately – 1250 - 2500 words - double spaced, 12 font, 1 inch margins), plus appropriate appendices and references. On the day BEFORE the date **of your presentation**, ( I.E. **AT LEAST 24 HOURS**) you must email me a file with the power point slides **only** of your Plan. On the day of your presentation you must **HAND IN A WRITTEN** (hardcopy) of the report. There are no exceptions to this requirement, and **no late submissions will be accepted.**

**The outline, and suggested Table of Contents, for the Marketing Plan is as follows;**

	(Suggested length)
(1) Introduction of the key concept, define the firm’s current situation:	1 page
(2) SWOT/PEST:	1-3 pages
(3) Your Competitive Analysis and Research:	1-3 pages
(4) Estimated Costs: a breakdown of the costs of your proposed plan(ROI &/B.E.)	1-1.5 pages
(5) Conclusion/Recommendations	1-2 pages

**Evaluation of the Marketing Plan**

The approximate weightings of the grading of the paper will be:

(1) Introduction of the paper, definition of the firm’s concept:	15%
(2) Existing situation, SWOT/PEST	25%
(3) Competitive Analysis : to include any research(Primary or Secondary*) done	25%
(4) Your opinions: Plan/Time/Costs	25%
(5) Conclusion: Recommended course of action	10%

\* All secondary/primary information sources must be properly referenced (APA or other appropriate – *i.e. clear to the reader as to the source* – referencing is required .

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## Class Participation

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During the term, students are encouraged to share marketing examples that they come across, either directly or via the media, with the class. For this reason it is recommended that students keep this class in mind when reading newspapers, watching television, reading magazines, while shopping, etc., as often the most relevant learning comes from discussing actual examples of Marketing behaviour. All class members will be expected to actively contribute to these discussions. The material covered in these discussions may appear on any of the course testing sessions.

Your course participation marks however will be scored by your team mates based on your contribution to the marketing plan project.

Peer evaluation (10%)

- All group members have 21 points to distribute among themselves according to their perceived participation and contributed effort toward the group presentation.
- All members must email the instructor their personal distribution of participation points, **DONE INDEPENDENTLY**, including what they feel they should get themselves -- the total must equal 21 points with only whole numbers being used, no fractions or percentages accepted (the higher the number of points, the higher the participation/contribution level)
- The points from all members will be totalled, and the member getting the highest score will receive the full 10% for participation.
- All other members will receive a mark based upon their ratio to the leader's score
- Any attempt to rig or fix the outcome of this total will be deemed as an infraction of the University's policy on scholastic offences and will result in **zero marks** for participation.
- Any member failing to submit marks for the group will receive **zero marks** for participation.

**This process will be explained with an example at the beginning of the term.**

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## Grading

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The following weights will be assigned for each course evaluation component:

Grading Weights for Evaluation Components	
Mid-Term Test	25%
Final Exam	40%
Marketing Plan	25%
Group Participation	10%
Total	100%

The following are the grade categories for the course from the Academic Calendar.

Grade Categories	
<b>A+</b>	90%+
<b>A</b>	80 - 89%
<b>B</b>	70 - 79%
<b>C</b>	60 - 69%
<b>D</b>	50 - 59%
<b>F</b>	Below 50% or assigned when course is dropped with academic penalty

**No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) extraordinary circumstances.**

**Plagiarism:** "Students must write their own essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar)."

**Plagiarism Checking:** "The University of Western Ontario uses software for plagiarism checking. Students may be required to submit their written work in electronic form for plagiarism checking."

**Academic Cheating:** For any testing session, including computer-marked multiple-choice tests and exams, the use of software to check for unusual coincidences in answer patterns that may indicate cheating may also be employed.

**Other Relevant Academic Policies/Regulations:** All students are advised to refer to the Academic Calendar and other relevant documentation for other relevant academic

policies and regulations (e.g., academic cheating, attendance, etc.).

## Course Outline Schedule

Course Outline Schedule for Marketing 320b, Section 03 & 04		
Date	Topic	Readings
<b>Week 1</b> <b>Jan. 8</b>	1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper 3. PART 1: MARKETING FUNDAMENTALS 4. What is Marketing/Why study Marketing?	PM-1
<b>Week</b>	1. Marketing's Role in the Firm/Not-for-profit organization	PM-2,3

2 Jan. 15	2. Segmentation and Positioning	
Week 3 Jan. 22	1. PART 2: THE MARKETING ENVIRONMENT 2. Consumer Behaviour (B2C)  <b>SIGN UP DEADLINE</b>	PM- 4, 5, 6
Week 4 Jan. 29	1. Consumer Behaviour (B2C) (cont.) 2. Organizational Buying Behaviour (B2B)	PM-6,7,8
Week 5 Feb. 5	1. Marketing Research	PM- 8
Week 6 Feb 12	1. PART 3: MARKETING POLICIES AND DECISIONS  2. <b>Mid-term (Section-03 Thursday Feb.12<sup>th</sup>.) – Ch. 1,2,3,4,5,6,7,8, Class Discussions – Regular Class room</b>	PM-9
Week 7 Feb. 19	1. Product and Service Management  <b>Break Week follows ( 2/23-27)</b>	PM- 9
Week 8 Mar. 5	1. Distribution Strategy (Place) 2. Retailing/Wholesaling 3. <b>PRESENTATIONS BEGIN</b>	PM 10
Week 9 Mar. 12	1. Integrated Marketing Communication (Promotion) 2. Personal Selling <b>GUEST SPEAKER-possibility</b> 3. <b>PRESENTATIONS</b>	PM- 11, 12
Week 10 Mar. 19	1. Advertising and Sales Promotion 2. <b>PRESENTATIONS</b>	PM-13,14
Week 11 Mar. 26	1. Pricing 2. <b>PRESENTATIONS</b>	PM- 15

<b>Week 12 Apr. 2</b>	1. PART 4: MANAGING THE MARKETING ENVIRONMENT 2. <b>PRESENTATIONS –Last class cover 16/18</b> 3. Implementing and Controlling Marketing Plans 4. Overview of the Role of Marketing in Society/Review	PM- 16&18
<b>TBA</b>	<b>Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16, 18. Guest Speaker(s), Class Discussions.</b>	*

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### **Code of Behaviour**

Students are expected attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focussed on the activities during the class.

**Disruptive talking will not be tolerated.** If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material.

**Cell phones shall not be used (nor should they be left on) during class.**