



# Marketing for Management and Organizational Studies

Course Number: MOS3320b - Section (001), class (7128)

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

## Course Information

<b>Course Name:</b>	<b>Marketing for Management and Organizational Studies</b>
<b>Course Number:</b>	<b>3320B</b>
	<b>Section, Location, Time</b>
	<b>Section 001</b> <b>Class 7128</b>
	<b>Tuesdays : 3:30 p.m. - 6:30 p.m. (location: SSC-3014)</b>

## Instructor Information

<b>Instructor:</b>	<b>Bharat L. Sud, B.E., MBA</b>
<b>Office:</b>	SSC-2221
<b>Office Telephone:</b>	519-661-2111. Ext. - 84515 [MOS Office: 519-661-2051]
<b>e-mail:</b>	<a href="mailto:bsud.mba2001@ivey.ca">bsud.mba2001@ivey.ca</a>
<b>Course website</b>	<b>TBA, on <i>WEB-CT</i></b>
<b>Office Hours:</b>	<b>Tuesdays</b> 1:30 p.m. – 3:00 p.m. <i>Other times by appointment</i>

## Required Text

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

## Course Description & Objectives

### 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 course takes a global perspective and focuses on the role of marketing in society and on its relevance to the firm, organization, and individual. The course lectures, class discussions, classroom activities, reading assignments, video presentations, and the group marketing project 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 concepts learned are applied to realistic marketing problems in a host of business settings, including for-profit and not-for-profit firms, as well as small business organizations and institutions, within domestic and international contexts. The video presentations will further expose the student to a variety of contemporary marketing dilemmas faced by real-life organizations, while the group term project paper will foster teamwork, enhance the realism of the learning experience, and sharpen decision-making skills.

Class sessions will be devoted to applying and extending the material in the assigned readings. It is the responsibility of each student to be prepared for each session as detailed in the course outline.

## Mid-Term & Final Exam

There will be a mid-term test and a final exam in the course, representing 25 and 40 percent of your final grade for this course, respectively. 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 text, video presentations, and class discussions/activities. The mid-term and final exams are closed-book. Although the final exam is not cumulative (i.e., will not have questions directly based on pre-midterm materials), knowledge in marketing theory is cumulative; therefore students are expected to have a detailed understanding the importance and relevance of terms/concepts, etc. covered in the first half of the course.

Dates of Mid-Term Test, and Final Exam	
<b>Mid-Term</b>	Tuesday, Feb. 10 <sup>th</sup> , 2009 - <i>in class</i> (90 minutes)
<b>Final Exam</b>	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during Final exam period (Apr.11-30, 2009)</i>

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## **Group Project: Creating a Marketing Plan (worth 25% of your total grade)**

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The project is to be done in teams of 3-5 members. The objective of the term project (worth 25 percent of your total grade for this course) is to provide you with experience in applying the concepts and methods of marketing to a real-world marketing opportunity, in the form of a marketing plan. A marketing plan "...is a written statement of a marketing strategy and the time-related details for carrying out the strategy" (Perreault et al., 2007, p. 38). Following a thorough analysis of the marketing situation, each team will create a marketing plan for a 'new' product or service, in an existing product/service category. For your product or service, you may choose one of the following options:

**Option 1** (*Market development option*): Find an existing product or service that is successful in a foreign country, which is **not** currently available in Canada. Your task would be to introduce this product/service to the Canadian market.

**Option 2** (*Entrepreneurial option*): Develop a new product or service, in an existing product/service category. Please note that existing brand names cannot be used.

**Project Deadlines:** There are **three deadlines**, so please mark them down in your agendas.

1. Your first task is to form groups of no fewer than 3 members and no more than 5 members. By the beginning of **Week 3 (Deadline: on or before Tuesday, January 20<sup>th</sup>, 2009)**, one member from each group must send the professor (**bsud.mba2001@ivey.ca**) an email containing the names and valid email addresses of each group member (with a cc to the other group members). Students not being a member of a group by January 20<sup>th</sup> will be arbitrarily grouped by the professor by the following day (Wednesday, January 21<sup>st</sup>). Group members are responsible for exchanging relevant contact information with one another (e.g., telephone numbers, email addresses, availabilities, etc.).
2. Each team must then hand in a 1-page report (consisting of a description of, and rationale for choosing the product/service) on **Week 4 (Deadline: Tuesday, January 27<sup>th</sup>, 2009)**, in order to obtain the professor's approval and feedback. The more information that you provide, the more feedback I can offer. During the course of the semester, you are encouraged to meet with the professor *at least* once for advice. NOTE: No proposals will be approved after January 31<sup>st</sup>, resulting in a grade of "0" being assigned to this portion of the course.
3. The complete project is due on **Week 12 (Deadline: Tuesday, March 31<sup>st</sup>, 2009)** at the **beginning** of class. Each group must hand in two (2) paper copies *and* 1 electronic copy (on CD-ROM, or by email, preferably by email), of the complete project. There are no exceptions to this requirement, and **no late submissions will be accepted.**

**Evaluation:** In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. All team members should participate equally; you will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members, with a formal peer-evaluation form (see template included in this syllabus (page 6)). Note that I will incorporate this feedback in assigning the grade for each student in the group. In other words, the grade assigned to the group as a whole may be adjusted downwards for any team member(s) deemed by their fellow group members as making an insufficient contribution.

### Special Instructions:

1. Projects should represent a professional effort, in content, structure, and presentation. A good way to think about this project is to imagine that your team will actually be implementing this plan for real; alternatively you might imagine that your team has been hired as consultants, in order to develop a marketing plan (Consider this to be a real world assignment...the report will be scored in large part on the professor's perception of the usefulness and acceptability of the report to a real client).
2. Include a cover page, and ensure that each team member's name, and student ID, are on the handed-in project. Each team must hand in two (2) identical paper copies of the project, along with a CD-ROM electronic copy (do not send as an attachment to professor!).
3. You are encouraged to refer to the handouts distributed in class (and/or posted on the course WEB-CT website) as well as materials in the text, for hints on analytical methods and formatting.
4. You are expected to do outside secondary research for this project. This would include, for example, finding and analyzing demographic information that is related to the size/location of the target markets for this product or service, information on the competition, distribution channels, promotional options and costs, etc. This may also include relevant academic and/or trade journal sources. You must provide proper citations for all sources.
5. Assume constant (2008) dollars. Clearly state the rationale (and/or source) behind any other assumptions that you may make. Cite all sources of information (i.e., provide references): ALL facts in the report must be substantiated except those that are obviously common knowledge. Use footnotes/endnotes where necessary, and include a bibliography. Ensure that all material included is relevant and appropriate for the situation at hand.
6. Total length of the project (not including Appendices, Exhibits, References, and Cover Page) is not to exceed 20 typed, double-spaced pages (note that 'bulleted items' do not require double spacing). Use 'Arial' or 'Times New Roman' non-condensed size-12 fonts, with 1-inch margins.

### Detailed Outline and Format for the Marketing Plan:

- **(in order) Cover page, Executive summary (1 page), Table of Contents (1 page)**. The executive summary, which precedes the table of contents, presents a brief summary of the main goals and recommendations of the plan for management review, helping top management to find the plan's major points quickly.
- **Introduction (approximately 2 pages)**. All projects must have some sort of introduction that explains the nature, focus, and objectives of the report to the reader. In addition, if following the market development option, you should include a brief description of the company and product/service that you are focusing on (e.g., history/background, mission statement, major products/divisions, etc.). With respect to the 'new' product or service, state the main marketing objectives that your team would like to attain during the term of the marketing plan, and mention any key issues (i.e., major constraints) that will affect their attainment. Irrespective of the option chosen, you must concisely make a compelling case for proposing this marketing opportunity.
- **Analysis of the Marketing Situation (approximately 7 pages, excluding any associated appendices)**. The use of point-form is appropriate here, so long as each point listed is clearly phrased *and* interpreted. Please use appropriate subheadings to organize your assessment of the following:
  - *Relevant factors and trends* of the demographic environment, cultural and social environment, the economic environment, the technological environment, the political and legal environment (if applicable), natural and ecological environments (if applicable), etc.

- *Competitor analysis*, such as defining direct and indirect competitors, what is the likelihood of new competition, what is the intensity of competition, what are specific competitors' advantages and disadvantages, competitive barriers that need to be overcome, areas of potential competitive advantage, etc.
  - *Customer analysis* (organizational and/or final consumer), including evaluating possible segmenting dimensions (customer needs, consumer behaviors, and other characteristics that form the bases for segmentation), identifying and profiling possible target market(s) as relating to the specific product-category under consideration (operational characteristics, potential size, and likely growth).
  - *Company analysis*, including company objectives and overall marketing activities, company resources (e.g., management skills and competencies, finances, human resources, and other resources, etc.).
  - *SWOT analyses*: identification of the major strengths, weaknesses, opportunities, and threats (based on the above analyses of company resources, customers, competitors, and other aspects of the external marketing environment).
- **Strategy and Recommendations (approximately 6 pages, excluding any associated appendices).** On the basis of your situational analysis, generate a marketing strategy (give your strategy a descriptive label). This should include the following components (of the three below subsections, please note that the marketing strategy is the most important in our context):
    - *Marketing Strategy*. Clearly state the marketing objectives of your strategy, the generic and narrow product-market(s) that you will be targeting (include a profile of your intended target market[s]), positioning statement, and most importantly, the marketing mix(es) of your strategy. In crafting your marketing mix(es), provide a detailed description and (if necessary, justification) for each element (point form is OK here):
      - Product (decisions about everything the target group receives)
      - Price (decisions about everything the target group gives up to receive it)
      - Place (decisions about everything that is done to get the product to the target group)
      - Promotion (decisions about everything that is done to communicate the other three elements to the target group)
    - *Financial Assessment and Budget*. Estimate the market potential for your product/service, in the short-, and medium-terms. What is the impact on the 'bottom line' of your strategy? That is, briefly discuss key figures, including projected revenues, expenses, profits (losses), breakeven analysis, market share, etc. Show details and calculations in the appendix section but extract and discuss key figures in the main part of your project. You may also want to assess trends and/or make forecasts over the long-term.
    - *Pros and Cons*. Briefly reiterate the qualities and shortcomings of your proposed strategy (for example, on the basis of such aspects as impact on the bottom-line, match to core competencies of the firm, viability [given resources, skills, etc.], potential competitors' responses, etc.).
  - **Implementation and Control (approximately 3 pages).** Implementation consists of your action plan—it spells out, according to a detailed time frame, how the marketing strategy will be applied in the marketplace (i.e., what has to be done, when, how, how much, who is responsible for doing it, additional resources required, obstacles to overcome, etc.). Are there any special implementation problems that need to be overcome? Finally, briefly outline the controls (these should be related to the objectives that have been mentioned earlier) that will be used to monitor progress of the strategy and allow management to review and/or readjust the strategy.
  - **Appendices.** Put all supporting calculations, graphs, tables and charts, in this section. It is critical that you extract and discuss key the findings from your calculations into the main body of your project. Similarly, in the main body of your project, clearly direct the reader towards the supporting calculations, where appropriate. There is no page limit on the number of Appendices, but they must all be relevant to the marketing plan.

- **References.** List all sources of information.

**Group Project Peer Evaluation:** Just to give you an idea how this works, below is a sample peer evaluation form (I will hand out separate paper forms during the course of the semester).

**PEER REVIEW FORM: GROUP TERM PROJECT**  
 MOS 320b (Marketing for MOS), Instructor: Bharat L. Sud

Name of Evaluator (*Print* Your Name): \_\_\_\_\_

Name of Evaluator (*Sign* Your Name): \_\_\_\_\_

Date: \_\_\_\_\_ Section number: \_\_\_\_\_

The purpose of this peer review process is to allow each student within a group to communicate the contributions made by each of the other group members (i.e., in terms of attitude and cooperation, attendance at group meetings, ability to meet deadlines, idea contribution, contribution to planning and organization, actual work done, etc.) to the professor. This information is strictly confidential—it will not be shared with anyone else. Based on this feedback from each group member, the professor may adjust the grade of those group members who were negligent in making a substantial contribution.

*For example on how the grades may be adjusted, consider a hypothetical group of 4 members (“A” through “D”), of which 1 individual (“D”) was viewed by his/her peers as not contributing, as per group standards. The group received a mark of 80% on the case. In combining the peer review evaluations from all 4 group members, the average evaluations were as follows:*

“A”	“B”	“C”	“D”
100%	100%	100%	60%

Members A through C were collectively evaluated as making a full contribution, and hence, each will receive the achieved grade of 80% for the project. Individual “D” however, will have his/her grade adjusted— to perhaps as low as 48% (.60 x .80 = .48). In calculating the adjustment, I will take into account the degree to which (i.e., the number of) individuals in the group that assigned a below-par grade.

**Instructions:**

- Please write the name (first, and last) of each group member, except yourself, in the spaces indicated below.
- Assign a “grade” ranging from 0% (absolutely no contribution made to the group) to 100% (full cooperation and quantity/quality of work done, relative to other group members). Note that any “grade” of less than 100% may result in a reduction of that (those) group member’s (members’) grade!
- If you wish, you may write in comments in the space provided below.
- This information is strictly confidential—DO NOT SHARE IT WITH OTHER GROUP MEMBERS!!!
- Put the completed peer review sheet into an envelope (do not put your name on the outside of the envelope!), and submit to the professor on the last day of class.

<b>Name of Group Member</b>	<b>Name of Group Member</b>	<b>Name of Group Member</b>	<b>Name of Group Member</b>
<b>Grade assigned</b>	<b>Grade assigned</b>	<b>Grade assigned</b>	<b>Grade assigned</b>

*Comments?*

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## **Class Participation and Pop Quizzes**

During the course of the semester, there will be 3 unannounced (surprise) quizzes, relating specifically to the reading materials assigned for that particular session. Every class, I will reiterate what readings you are responsible for prior to attending the next class, so coming to class is very important! In total, the quizzes are worth 5 percent of your final grade in this course. I will choose the best 2 out of 3 to count towards your final grade (at up to 2 ½ marks each). In other words, I will drop the quiz for which you obtained your lowest grade. Note that this applies only when you have written all three quizzes. In the event that you only write 2 quizzes (e.g., due to absence), I will not drop your lowest grade, but instead take the average of the two. If you write only one quiz, you will automatically lose 2 ½ marks; if you fail to write any quizzes, you will automatically lose 5 marks. These quizzes are intended to reinforce the importance of attending lectures, and coming to class prepared with an understanding of the assigned readings. As such, there will be no granting of ‘make-up’ quizzes.

Students are expected to attend all classes, and to make regular contributions to class discussions. Each student must come to class with a thorough understanding of the chapter(s) assigned for that class—the objective of the lectures and discussions will be to enhance comprehension of the material and not to merely review concepts and definitions. 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, as this will have a direct impact on your overall class participation grade (worth 5 percent of your final grade). The material covered in these discussions may appear on any of the course testing sessions.

### **Grading**

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

<b>Grading Weights for Evaluation Components</b>	
Mid-Term Exam	25%
Final Exam	40%
Marketing Plan Group Project	25%
Class Participation	5%
Pop Quizzes	5%
Total	100%

The following are the grade categories for the course from the *Academic Calendar*:

<b>Grade Categories</b>	
<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 professor) 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:** *"All required papers may be subject for textual similarity review to the commercial plagiarism software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between the University of Western Ontario and **Turnitin.com** (<http://www.turnitin.com>)."*

**Academic Cheating:** *"Computer-marked multiple-choice tests and/or exams may be subject to submission review by software that will check for unusual coincidences in answer patterns that may indicate cheating."*

**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.).*

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## **Code of Behaviour**

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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 bring a laptop to class and decide to check email/chat/surf, etc., you will be asked to leave the room.** 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.**



## Course Outline Schedule

Course Outline Schedule for Marketing 3320b, Section 001		
Date	Topic	Readings
<b>Week 1</b> Jan. 6	1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper <i>PART 1: MARKETING FUNDAMENTALS</i> 3. The Nature of Marketing/Why study Marketing?	PM-1
<b>Week 2</b> Jan. 13	1. Marketing's Role in the Firm/Not-for-profit organization 2. Segmentation and Positioning	PM-2, 3
<b>Week 3</b> Jan. 20	<i>PART 2: THE MARKETING ENVIRONMENT</i> 1. Consumer Behaviour (B2C) <b>Note: Group lists for term project due (Tue. Jan 20<sup>th</sup>)</b>	PM-4, 5
<b>Week 4</b> Jan. 27	1. Consumer Behaviour (B2C) (cont.) 2. Organizational Buying Behaviour (B2B) <b>Note: 1-pg. summary of marketing plan due (Tue. Jan. 27<sup>th</sup>)</b>	PM-6, 7
<b>Week 5</b> Feb. 3	1. Marketing Research 2. Pre-Midterm Recap, Q&A (time permitting)	PM-8
<b>Week 6</b> Feb. 10	<b>Mid-term – Ch. 1,2,3,4,5,6,7,8</b>	
<b>Week 7</b> Feb. 24	<i>PART 3: MARKETING POLICIES AND DECISIONS</i> 1. Product and Service Planning	PM-9
<b>Week 8</b> Mar. 3	1. Product Management and New Product Development	PM-10
<b>Week 9</b> Mar. 10	1. Distribution Strategy (Place) 2. Retailing/Wholesaling 3. Video Presentation	PM-11, 12
<b>Week 10</b> Mar. 17	1. Integrated Marketing Communication (Promotion) 2. Personal Selling 3. Video Presentation	PM-13, 14
<b>Week 11</b> Mar. 24	1. Advertising and Sales Promotion 2. Video Presentation	PM-15
<b>Week 12</b> Mar. 31	1. Pricing 2. Video Presentation <b>Note: Group Project (Marketing Plan) Due (Tue. Mar. 31<sup>st</sup>)</b>	PM-16
<b>Week 13</b> Apr. 7	<i>PART 4: MANAGING THE MARKETING ENVIRONMENT</i> 1. Marketing Plans and Control 2. Recap, Q&A (time permitting)	PM-18
<b>TBA</b>	<b>Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16, 18</b>	

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