

Marketing for Management and Organizational Studies

MOS 3320a – Section 004

Instructor: S.H. Mark Lee

The University of Western Ontario

Aubrey Dan Program in Management and Organizational Studies

Faculty of Social Science, Fall 2008

Course Name: Marketing for Management and Organizational Studies
Course Number: MOS 3320a
Course Section: 004
Location: Social Science Centre, room 3010
Time: Wednesday 7-10pm

Instructor: S.H. Mark Lee, *B. A&S, MBA*
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Required Text: Perreault, McCarthy, Meredith, and 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 pre-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 even that you are dropped from a course for failing to have the necessary prerequisites.

Course Objective: 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, classroom activities, reading assignments, and the group marketing project will provide the students 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 group marketing assignment will provide the opportunity to engage in a marketing research experience and present the group findings and experiences to their peers.

Grading Distributions

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

Grading Weights for Evaluation Components:

Final Exam:	40%
Mid-Term:	25%
Marketing Plan Project:	25%
Assignments:	10%

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

Grade Categories:

A+	90%+
A	80-89%
B	70-79%
C	60-69%
D	50-59%
F	Below 50% or assigned when course is dropped with academic penalty.

Course Components:

1) Mid Term (25%) + Final Exam (40%)

Dates of the Mid-term Test and the Final Exam:

Mid-Term: *Wednesday, October 15th, 2008 – In Class, 120 minutes.*

Final Exam: TBD

There will be a mid-term test and a final exam in the course. Both can include multiple-choice, fill-in-the-blank short answers, and/or essay questions. Questions can pertain to any of the material covered during the course with respect to the relevant topic areas, assigned reading materials, and class discussions. The mid-term and final exams are close-book. The final exam is not cumulative (i.e. the final exam will not have questions directly based on pre-midterm materials). However, there is an expectation of the students to have an understanding of the importance and the relevance of terms/concepts that were covered in the first half of the course.

2) Marketing Plan Project (20% + 5%)

“The 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). The purpose of the Marketing Plan Project is to provide the students with a hands-on project that represents one of the major tenets of marketing operations. In addition to the development of a marketing plan, the group project allows for experience of creating a communication piece that discusses the process and activities involved in creating such a plan.

Details regarding the Marketing Plan Project:

a) Group Formation – Deadline: Wednesday, September 24th, 2008

- The project is to be done in teams of 4-5 members. Your first task is to form groups of 4-5 members by the conclusion of Week 3’s class. Before this time, one member from your team must notify me (mlee@ivey.uwo.ca) the names, student numbers, and a valid email address of each of the team members. Students that are not in a group will be arbitrarily grouped by the instructor and will be notified of their group in the following class. It is the responsibility of the group members to coordinate with one another to successfully work as a team.

b) Marketing Plan Proposal – Deadline: Wednesday, October 1st, 2008

- Each team must prepare a 1-page single space report consisting a brief description and rationale for choosing the product or service. Following the submission, your

group will be required to meet with me during the week and/or upcoming week to discuss the proposed project plan.

- Your team has been hired as consultants to develop a marketing plan for the “XYZ” company. Your team can choose the direction of your project from these three options.
 - i. **Marketing 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.
 - ii. **Fictitious Company Option:** Create a marketing plan for a newly developed product or service. Create a fictitious company with a fictitious product or service. However, your competitors and industry analysis may not be fictitious. You must put it in a Canadian context.
 - iii. **Local Consulting Option:** Find a local organization (profit or non-profit, within Ontario) that might require your assistance in developing a marketing plan. (Please discuss with me the details before pursuing with this option).

c) “The Marketing Plan” – Deadline: Wednesday, November 19th, 2008 – 20%

- Each team is required to develop and write a marketing plan for a “company” – the complete marketing plan should be not exceed more than 25 pages (including title page, references, appendices, etc.), Times New Roman – 11 point font, 1.5 spacing, with 1-inch margins.
- Each team must submit two copies. First copy should be a hard copy and this is due at the *beginning* of Week 11’s class. The Second copy must be a soft and this should be in my inbox (mlee@ivey.uwo.ca) by 7.00pm of the due date.
- In grading your projects, I will pay close attention to the realism, clarity, thoroughness, and originality. Your team should be writing up this project as if it was actually going to be implemented by the company. All members should participate and contribute equally into the project. At the end, each member will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members with a formal peer-evaluation form). Therefore, your final grade will be contingent upon these peer-evaluations.

d) Marketing Plan Presentation – Deadline: Wednesday, November 26th, 2008 – 5%

- Each team will have an opportunity to present their work to the rest of the class. Unlike a traditional presentation, we will have a mini-fair where the whole entire class will be able to walk around and observe other team’s work. I will assign a grade by spending approximately 5 minutes at each “station”. Your team may choose to display your project in any format that you wish (e.g. poster and/or other visual design). Creativity is encouraged.

3) Assignments (10%)

Throughout the course, we will have a total of 5 assignments. These assignments are very short (1-2 pages or no written work) and they are completed in groups. *Most* of these assignments are completed as an “in-class” exercise. The purpose of the assignments is to apply practically what we have covered in the lectures. Assignments #1, #3, and #4 will be for marks (5% each). The lowest assignment mark will be dropped. Assignment #2 is an assignment that must be integrated into the marketing plan. Assignment #5 will be completed as a bonus exercise.

For individuals that do not show up to class to participate in these assignment exercises, they will automatically receive a score of 0 for that assignment. No exceptions. This is why I have chosen to drop the lowest mark.

The groups assigned for these assignments will be *different* (with exception to #2) from the ones that you are with for your marketing plan project. These groups will be randomly assigned by the instructor. You will remain with this group for the remainder of the term (It is possible that there may be small adjustment depending on composition of groups by the drop/add date. The groups will be announced in week 2. The details of the assignments will be announced during the semester.

Evaluations: For each assignment, the groups will be ranked from 1st to last. Therefore, your team’s grade will be relative to the performance of other groups. For each given assignment:

1st place – 100%, 2nd place – 90%, 3rd place – 80%,
4th place – 70%, 5th place – 60%, 6th place or worse - 50%

(**The ranking schemes may change based on the number of groups*)

Course Outline Schedule		
Date:	Topic:	Readings:
Week 1 Sept. 10, 08	- Introduction to the Course – Review of Course Syllabus - Chapter 1: Marketing for Consumers, Firms, and Society - Chapter 2: Strategic Planning	PM – 1,2
Week 2 Sept. 17, 08	- Chapter 3: Segmenting and Positioning Marketing Strategy - Assignment #1 – Campus Marketing Search Exercise	PM – 3
Week 3 Sept. 24, 08	- Chapter 4: Evaluating Market Opportunities - Chapter 5: Demographics, Consumers, and Markets - Discussion of Assignment #1	PM – 4,5
Week 4	- Chapter 6: Consumer Behaviour - Discussion of Marketing Plan	PM – 6

Oct. 1, 08	- Assignment #2 – Market Research Exercise	
Week 5 Oct. 8, 08	- Chapter 7: Marketing to Businesses and Organizations - Chapter 8: Improving Decisions with Marketing Information *** Marketing Plan Proposal Due - Brief Mid-Term Review	PM – 7,8
Week 6 Oct. 15, 08	*** MIDTERM Ch. 1 – Ch. 8	*
Week 7 Oct. 22, 08	- Chapter 9: Product Planning for Goods and Services - Chapter 10: Product Management and New-Product Development - Assignment #3	PM – 9,10
Week 8 Oct 29, 08	- Chapter 11: Place – Distribution Management - Assignment #3 (continued...)	PM – 11
Week 9 Nov. 5, 08	- Chapter 13: Promotion – Integrated Marketing Communications - Chapter 14: Personal Selling - Assignment #4	PM – 13,14
Week 10 Nov. 12, 08	- Chapter 15: Advertising , Publicity, and Sales Promotion - Assignment #4 (continued...)	PM – 15
Week 11 Nov. 19, 08	- Chapter 12: Retailing and Wholesaling - Chapter 16: Pricing Objective and Policies *** Marketing Plan Project Due	PM – 12,16
Week 12 Nov. 26, 08	- Assignment #5 (mandatory attendance)	*
Week 13 Dec. 3, 08	- Instructor Evaluations - Chapter 18: Marketing Plan and Controls *** Marketing Plan Mini-Fair	PM – 18
TBA	***FINAL EXAM Ch. 9 – Ch.18 (Excluding Ch.17)	*

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

Code of Conduct – Academic Policies and Regulations
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Students are expected to attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focused 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, you should do so quietly. If you return to a class that is still in progress, you should do so quietly. All students are responsible for all course material.

LAPTOPS will not be allowed during the lecture portion of class.

CELL PHONES shall not be used (nor should they be left on) during class.

PDA's/Music Players will not be allowed during class.

Unless there are acceptable (to the course instructor) extraordinary circumstances, no late submissions of any course material will be accepted. If the mid-term exam is missed with cause, a make-up will be required. The percentage component for the mid-term will in no circumstance be waived and added to the final exam percentage.

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.).”

Peer Evaluation: For both the Marketing Project Plan Group and the Assignment Groups, there will be a confidential peer evaluation component at the end of the year. Details will be discussed further during the semester.

Marketing Plan Template

	<u>Suggested Number of Pages</u>
1.0 Title Page / Table of Contents	2 Pages
2.0 Executive Summary	1 Page
3.0 Situation Analysis	5-7 Pages
3.1 Industry Analysis	
3.2 Customer Analysis	
3.3 Competitive Analysis	
3.4 SWOT Analysis	
3.5 Keys to Success	
4.0 Marketing Strategy	4-5 Pages
4.1 Corporate Objective / Company Mission	
4.2 Market Segmentation Strategy	
4.3 Targeting Strategy	
4.4 Marketing Mix – 4 P’s	
4.5 Market Research (please integrate assignment #2)	
5.0 Implementation Plan	2-4 Pages
5.1 Product/Service Design and Development	
5.2 Marketing & Sales	
5.3 Resource Requirements	
6.0 Financial Information	2-3 Pages
6.1 Financial Assumptions	
6.2 Budget	
6.3 Sales/Expense Forecast (3 years)	
7.0 Controls	2-3 Pages
7.1 Implementation Milestones	
7.2 Symptoms of Failure	
7.3 Alternative Strategies / Contingency Plan	
8.0 Appendices and References (APA Referencing)	