

The University of Western Ontario  
Aubrey Dan Program in Management and Organizational Studies  
Faculty of Social Science, Summer 2009

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Marketing for Management and Organizational Studies

Course Number: MOS3320a - Section 650 (online)

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

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**Instructor Information**

**Instructor:** James (Jianping) Liang, B.A, M.Sc.

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**Virtual Office Hours:** **Tuesdays** 10-11am

(You can contact me online in WebCT, by e-mail, or by phone.) **Thursdays** 10-11am

*Other times by appointment*

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**Required Text**

- Perreault,, McCarthy, Meredith, & Ricker (2007), *Basic Marketing: A Global-Managerial Approach: (12th Canadian edition)*. (PMMR)

ISBN 978-0-07-097425-8

Text website: [http://highered.mcgraw-hill.com/sites/007097425x/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/007097425x/student_view0/index.html)

(Please do take advantage of the text website and explore the many resources to help you study.)

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**Course Description & Objectives**

**Course Description:** An introduction to the role of marketing in the organization and society.

**Prerequisites:** **Business 257 and enrolment in the MOS program.** "Unless you have either the requisites for this course or written special permission from your Dean to enroll 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 materials, online discussions, reading assignments, video(s), and the individual case assignment 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 weekly assignments will provide the student with an opportunity to apply their understanding of the class materials by both answering and asking questions, and making contributions to their own, and their classmates', knowledge of marketing. The three (3) individual marketing assignments will provide an opportunity for the student to demonstrate their grasp of the materials.

## Online Materials

As this is a distance studies version of the MOS3320 course, the vast majority of your work will be conducted using WebCT (<http://webct.uwo.ca/>). There is an expectation that you are, or will become comfortable with using WebCT. Additional information on using WebCT can be found at the first time user website (<http://webct.uwo.ca/firsttimestudent.html> ). The relevant weekly materials will be made available at least one (1) week prior to the related week in the *Weekly Course Content* section in WebCT (e.g. the materials for Week 1 will be available 1 week prior to the start of the course). The online materials will represent one major part of the formalized materials for the course. There is also a **STRONG EXPECTATION** that the student keeps up with the assigned textbook readings as another major part of the course materials in a timely fashion.

## Course Evaluation

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

<b>Grading Weights for Evaluation Components</b>	
Mid-Term Test	20%
Final Exam	40%
Assignment #1	5%
Assignment #2	5%
Video Case Assignment	10%
Class Contribution – Weekly Discussions and Assignments	20%
<b>Total</b>	<b>100%</b>

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

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## Mid-Term & Final Exam

There will be a mid-term and a final exam in the course. The mid-term will be completed through the *Assessment* section in WebCT, while the final will be written at a location to be determined. 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 textbook, online discussion groups, online materials, and other materials as assigned. The final, although not cumulative (i.e. the final will not have questions based on the mid-term materials), does expect students understand the importance and relevance of terms/concepts, etc. covered in the first half of the course.

To prepare for the exams, the quizzes posted on the [text website](#) are valuable resources.

### Dates of Mid-Term and Final Exam

Mid-Term (Online)	Week 6 (June 08 – 14, specific time TBA) (90 minutes)
Final Exam	_____TBA_____ (3 hours)

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## Assignments

During the term there are three (3) assignments posted in the *Assignments* section in WebCT. These are individual assignments and regular academic plagiarism and academic cheating policies apply.

The first two assignments are similar to the weekly discussion questions, and are worth 5% each. The first assignment will be available during Week 2, and is due by the start of Week 4 (i.e., 11:59pm, May 24, 2009). The second assignment will be available during Week 8 and is due by the start of week 10 (i.e., 11:59pm, July 05, 2009). Each of the assignments will be graded out of 10 and **no late submissions will be accepted.** Additional information for the specific assignment will be found on the course web-site.

The third assignment is a review of a video marketing case, and is discussed below.

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## Video Marketing Case Assignment

There are seven (7) video cases (see below). They can be found on the text web site.

[http://highered.mcgraw-hill.com/sites/007097425x/student\\_view0/videos.html](http://highered.mcgraw-hill.com/sites/007097425x/student_view0/videos.html)

Each person must select one (1) case and prepare a write up about the case using the template found on the following web-site. Some questions and references for each case are included in the end of this syllabus to help you analyze the case. I STRONGLY encourage you to go beyond what is provided to analyze the cases in meaningful way.

[http://highered.mcgraw-hill.com/sites/007097425x/student\\_view0/case\\_submission\\_template.html](http://highered.mcgraw-hill.com/sites/007097425x/student_view0/case_submission_template.html)

Beginning at the start of Week 3, you can email your choice. It is suggested you rank all seven (7)

of the cases in terms of choice as no more than 5 persons can select each case. If more than 5 persons select a case, I will make a decision based on first-come-first-serve. You must provide your choice prior to the midterm (week 6). If you have not submitted a choice by the midterm then one will be chosen for you.

This is an individual assignment and regular academic plagiarism and academic cheating policies apply. Your write up must be submitted to "Turnitin" through the provided link in the *Term Assignments* section on the homepage (i.e. under *Course Content section*) in WebCT – this link will be available starting 1 week prior to the due date. The due date is by the start of Week 13 (i.e., 11:59pm, July 26, 2009) and **no late submissions will be accepted.**

### **Video Marketing Cases**

Video Case 1: I Made the Payment: A Study in Customer Service at Bell Canada

Video Case 2: Solaira: Leveraging the Potential of a 'Hot' New Product

Video Case 3: What's in a Name? Dirty Laundry Vineyards and Frog's Leap Winery

Video Case 4: Less Flower, More Power: The Introduction of the New Volkswagen Beetle

Video Case 5: belairdirect: Insuring Their Future

Video Case 6: Celestial Seasonings: A Business Steeped in Goodness

Video Case 7: Shaking Things Up! Reigniting Sales at Flairco Inc.

If you have any questions about this assignment please direct all questions to the instructor.

### **Evaluation of the Video Case**

The grading of the Case Study will be based on clarity, thoroughness, and originality of the case analysis.

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## **Class Contribution**

During the term, each student will be evaluated on their contributions to the online class discussions in the *Discussions* section in WebCT. For this reason it is **STRONGLY** recommended that students keep up with the readings in a timely fashion. Each week there is a minimum of one (1) assigned question/assignment. In addition to the formal questions, students are expected to post comments that help to advance both your and your classmates understanding of marketing. All class members will be expected to actively contribute to these discussions. The material covered in these discussions may appear in any of the course assessments.

The way in which your weekly contribution is evaluated is as follows. For each of the Weekly Discussion Question(s), a grade of "0", "1", "2" or "3" will be awarded. A "0" equates to the question not being completed; a "1" equates to an acceptable response - this means you have answered the question but your response was limited in (a) accuracy; (b) relevance; (c) personal contribution; a grade of "2" indicates an average response (i.e. better than acceptable but still limited) in (a) (b) and (c); a grade of "3" indicates that you have addressed well all of (a) (b) and (c). These weekly grades will have a direct impact on your grade for this portion of the course.

Some of the following approaches will help you make valued contributions, although these are not the only ways: (1) initiating a thought-provoking discussion; (2) providing constructive criticism; (3) summarizing; (4) giving details in calculations; (5) advancing the logic proposed by others; (6) defending a well-articulated position in a rigorous but not stubborn manner; (7) changing discussion direction when it stagnates.

## Course Outline Schedule

Course Outline Schedule for Marketing 3320a, Online Course		
Date	Topic	Readings
<b>Week 1</b> (May 4-10)	1. Introduction to course – Review of course syllabus 2. What is Marketing? Why study Marketing? 3. Marketing for Consumers, Firms, and Society	PMMR-1
<b>Week 2</b> (May 11-17)	1. Strategic Planning 2. Segmenting and Positioning Market Strategy 3. <i>Assignment # 1 Available 12:00am, May 11.</i>	PMMR- 2, 3
<b>Week 3</b> (May 18-24)	1. Evaluating Market Opportunities 2. Demographics, Consumers and Markets 3. <i>Assignment # 1 due 11:59pm, May 24.</i>	PMMR– 4, 5
<b>Week 4</b> (May 25-May 31)	1. Consumer Behaviour 2. Marketing to Businesses and Organizations	PMMR- 6, 7
<b>Week 5</b> (June 01-07)	1. Improving Decisions with Marketing Information 2. Midterm Review 3. <b><i>VIDEO MARKETING CASE SELECTION IS DUE 11:59pm, June 07.</i></b>	PMMR– 8
<b>Week 6</b> (June 08- 14)	<b>Mid-term – Ch. 1,2,3,4,5,6,7,8 Video(s), Class Discussions</b>	
<b>Week 7</b> (June 15-21)	1. Product Planning for Goods and Services 2. Product Management and New-Product Development	PMMR- 9, 10
<b>Week 8</b> (June 22-28)	1. Place – Distribution Management 2. Retailing and Wholesaling 3. <i>Assignment #2 Available 12:00am, June 22.</i>	PMMR- 11, 12
<b>Week 9</b> (June 29-July 05)	1. Promotion – Integrated Marketing Communications 2. Personal Selling 3. <i>Assignment # 2 due 11:59pm, July 05.</i>	PMMR- 13, 14
<b>Week 10</b> (July 06-12)	1. Advertising, Publicity, and Sales Promotion	PMMR- 15

<b>Week 11</b> (July 13-19)	1. Pricing Objectives and Policies 2. Price Setting in the Business World	PMMR- 16,17
<b>Week 12</b> (July 20-26)	1. <i>Assignment #3 <u>All Case Reviews are due 11:59pm, July 26.</u></i> 2. Implementing and Controlling Marketing Plans 3. Overview of the Role of Marketing in Society 4. Wrap up and Review	PMMR – 18
<b>TBA</b> (July 27-31)	<b>Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16, 17,18 Online Class Discussions.</b>	*

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## Code of Behaviour - Academic Policies/Regulations

**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.).

## Questions and References to Help Analyze Video Marketing Case Assignment\*

(\*These are not the only ways to analyze the cases.)

### • Video Case 1: I Made the Payment: A Study in Customer Service at Bell Canada

1. *Discuss the dichotomy within some Canadian corporation's customer service departments based on the example of the John Firch scenario.*
2. *What effect can this dichotomy have on a corporate brand?*
3. *What role does customer service play within Consumer Relationship Management?*
4. *If you were John Firch, would you switch service providers or continue with Bell Canada if/when the situation got resolved.*

#### References:

CBC News: *Marketplace presents – Underdogs*

[http://www.contactcentrecanada.ca/cm/?q=node/view/59&i18n\\_lang=en](http://www.contactcentrecanada.ca/cm/?q=node/view/59&i18n_lang=en)

### • Video Case 2: Solaira: Leveraging the Potential of a 'Hot' New Product

This case represents a classic example of a small entrepreneurial firm having initial success in terms of product development, and then facing the challenges of maintenance and growth of the product line.

1. *What suggestions would you make to John?*
2. *What additional uses or markets would you recommend that John explore for the Quartz heaters?*
3. *How would you grow the Solaira brand?*
4. *Discuss any potential threats you see to the Solaira brand.*

### • Video Case 3: What's in a Name? Dirty Laundry Vineyards and Frog's Leap Winery

1. *How would you describe the positioning strategy for Dirty Laundry Vineyards? How would that compare with the positioning strategy of Frog's Leap?*
2. *Frog's Leap has grown over the years, with respect to quality and reputation—not in terms of production or volume. In terms of a strategy typology, this is a profitability strategy. Should Dirty Laundry follow the same strategy? Why/Why not?*
3. *Do you think the first half of the 21st century will be a hospitable environment for winemakers in the Canada? Why or why not?*

#### References:

Crosariol, B. (2006) "The Best Wines You Can't Buy – Except in", *Globe and Mail* (Dec. 9), p. L11

Crosariol, B. (2006) "Dusty Castles give way to Naked Bodies", *Globe and Mail* (Oct. 7), p. B5

Rosen, A. (2006) "Blasting away bottle snobbery", *MacLeans* (Aug. 28), p. 58

Moss, J. (2005) "Summerland vineyard has a vintage history", *Vancouver Sun* (Sept. 28), p. C1

Anonymous, (1996) "Where Frogs Leap and Corks Croak," *Decanter*, (February), p. 28-30.

Carson, L. Pierce, (1994) "Partners leap in new directions, Frog's Leap Winery in business split," *Napa Valley Register*, (January 24), p.1, 4.

Hughes, Harlan and Marvin

Mansson, Per-Henrik, (1990) "A Jump Ahead of the Competition," *The Wine Spectator*, (July 31), p.51-52.

Websites to visit:

[www.dirtylaundry.ca](http://www.dirtylaundry.ca)

[www.frogslap.com](http://www.frogslap.com)

<http://www.canadianvintners.com>

[www.brandever.com](http://www.brandever.com)

- **Video Case 4:** Less Flower, More Power: The Introduction of the New Volkswagen Beetle

1. *Why didn't VW managers more accurately forecast the sales potential for the New Beetle?*
2. *Is styling really what sells cars or is it other factors?*
3. *Discuss the success of the New Beetle advertising strategy?*

**References:**

<http://www.gulf-daily-news.com/story.asp?Article=179100&Sn=BUSI&IssueID=30025>  
[http://www.vwshowtime.com/8\\_history/history\\_e2.html](http://www.vwshowtime.com/8_history/history_e2.html)  
<http://www.answers.com/topic/volkswagen-beetle>

- **Video Case 5:** belairdirect: Insuring Their Future

1. *What other elements should be considered when undertaking the re-branding of a company.*
2. *How important was being the first to offer insurance online to the success of belairdirect?*

**References:**

<http://www.insurance-canada.ca/index.php>  
<http://www.belairdirect.com/indexonen.htm>  
[www.abc.ca/](http://www.abc.ca/)  
<http://www.mcgrawhill.ca/college/perreault/podcast/cote1.html>  
<http://www.mcgrawhill.ca/college/perreault/podcast/cote2.html>

- **Video Case 6:** Celestial Seasonings: A Business Steeped in Goodness

1. *What kinds of synergies do herbal supplements have with herbal teas?*
2. *What environmental trends seem to be fuelling sales growth for herbal supplements? What environmental trends pose threats to the sales and profits of herbal supplements?*
3. *What kinds of new products should Celestial Seasonings develop? What criteria would you use to evaluate new product ideas for Celestial Seasonings? Why?*

**References:**

[www.SPINS.com](http://www.SPINS.com)  
[www.celestialseasonings.com](http://www.celestialseasonings.com)  
<http://naturalhealthvillage.com/newsletter/cspoll.htm>  
[http://www.tea.ca/Page.asp?PageID=122&ContentID=659&SiteNodeID=175&BL\\_ExpandID=](http://www.tea.ca/Page.asp?PageID=122&ContentID=659&SiteNodeID=175&BL_ExpandID=)  
[http://www.tea.ca/Storage/14/967\\_909\\_ar001-18.pdf](http://www.tea.ca/Storage/14/967_909_ar001-18.pdf)  
[http://hs.walpole.ma.us/unified\\_arts\\_web\\_site/marketing\\_slide/web/celestial\\_seasonings.html](http://hs.walpole.ma.us/unified_arts_web_site/marketing_slide/web/celestial_seasonings.html)  
"FDA Talk Paper," <http://www.cfan.fda.gov/~1rd/tpdsclm.htm1>  
Kramer, Louise (1998). "Celestial Seasonings Tea Back on the Front Burner: \$4 Million Campaign use Nuances to Target Highly Educated Women," *Advertising Age* (December 7), p. 57.  
Palmeri, Christopher (1999). "It's in the Tea Leaves," *Forbes* (September 6), p. 146.

- **Video Case 7:** Shaking Things Up! Reigniting Sales at Flairco Inc.

**References:**

Flairco Website - [www.flairco.com](http://www.flairco.com)  
Statistics Canada – [www.statscan.ca](http://www.statscan.ca)  
US Department of Labor – [www.dol.com](http://www.dol.com)