



# Marketing for Management and Organizational Studies

Course Number: MOS3320b - Section 650 (online)

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

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## Course Information

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<b>Course Name:</b>	Marketing for Management and Organizational Studies		
<b>Course Number:</b>	3320b (Winter 2010) Section 650		
<b>Section</b>	<b>Location</b>	<b>Time</b>	
650	ONLINE		

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## Instructor Information

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<b>Instructor:</b>	Kevin R. Thompson, MBA,		
<b>Office:</b>	SSC-2231		
<b>Office Telephone:</b>	519-661-2111. Extension 85040 [MOS Office: 519-661-2051]		
<b>e-mail:</b>	<a href="mailto:kthomp65@uwo.ca">kthomp65@uwo.ca</a>		
<b>Course website</b>	WEB-CT-OWL MOS3320b Section 650 <a href="http://webct.uwo.ca/">http://webct.uwo.ca/</a> (click location, log-in, click appropriate section)		
<b>Virtual* Office Hours:</b>	<i>by appointment (via email or in person)</i>		
	<b>Wednesdays</b>	10:00 am - 11:00 am	
	<b>Fridays</b>	10:00 am - 11:00 am	

\*available for real time chatting and email response using WEBCT. Other times may be available by request and at the convenience of the instructor. Office hours on campus are also available and can be acquired by appointment request only.

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## Required Text

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Perrault, McCarthy, Meredith & Ricker (2007), *Basic Marketing: A Global-Managerial Approach (12th Canadian edition)*. McGraw-Hill Ryerson.(PM)  
ISBN#0-07-097425-X (approx. \$105.95)

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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 Administration 2257 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:

Welcome to Marketing for MOS! 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 cases, and the individual case assignments 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 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. NOTE: USE of WIMBA online class sessions may become available during the course and be accessible by students on a trial basis. These sessions will likely be available during office hours and be useful for students to review PPTs and other materials in real time with the instructor.

## Course Evaluation

Grading Weights for Evaluation Components	
Mid-Term Exam	20%
Final Exam	40%
Assignments combined	20%
Class Participation	20%
Total	100%

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

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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, representing 20 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, and online 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. To prepare for the exams, the quizzes posted on the [text website](#) are valuable resources.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	Week 5: ONLINE Test, February 6 <sup>th</sup> , 10am-noon available (90 minutes)
Final Exam INclass	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period</i>

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## Assignments

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**Summary of KEY DATES/DEADLINES:**

**Week 3 = Video Case Assignment SELECTION uploaded To PROFESSOR by end of week (SUNDAY)**

**Week 3 = Assignment One DUE at end of week (SUNDAY) UPLOADED**

**Week 9 = Assignment Two DUE at end of week (SUNDAY) UPLOADED**

**Week 12 = Video Case Assignment DUE by end of week (SUNDAY) UPLOADED**

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 end of Week 3** (i.e. 11:59pm, Sunday). The second assignment will be available during Week 8 and is **due by the end of week 9** (i.e., 11:59pm, Sunday). 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. It is worth 10% of your overall grade.

## 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)

Please select a topic for your Video case and submit it by the end of Week 3. It is suggested you rank all seven (7) 4 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. 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 is available. The due date is by the end of Week 12 (i.e. 11:59pm, SUNDAY) and **no late submissions will be accepted.**

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

## 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! Re-igniting Sales at Flairco Inc.

## Evaluation of the Video Case

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

## 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 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.frogsleap.com](http://www.frogsleap.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.ibr.ca/](http://www.ibr.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)

## 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.

These weekly grades will have a direct impact on your participation grade. You will be assessed on the basis of whether or not you submitted the assignment & whether you have contributed to the discussion boards. 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.

For each of the Weekly Discussion Assignments, a grade of "Low or None", "Average", or "Good" will be awarded. Points will be allocated for each week and then totalled to provide a participation grade out of 100%.

1. A grade of "Low" equates to the question not being completed &/or no feedback or contributions to the discussion board have been made;
2. A grade of "Average" equates to an below average response - this means you have answered the question but your response was limited in (a) accuracy; (b) relevance; (c) personal contribution and other than your posting, you only added to the discussion board 1 other time;
3. A grade of "Good" indicates that you have addressed well all of (a) (b) and (c) and added to the discussion board in a meaningful way.

**Course Outline Schedule for Marketing 3320a, Online Course\***

<b>Week &amp; Topic</b>	<b>Readings</b>
<b>Week 1</b> (January 4 <sup>th</sup> is Week 1, 2010)	PMMR-1
1. Introduction to course – Review of course syllabus	
2. What is Marketing? Why study Marketing?	
3. Marketing for Consumers, Firms, and Society	
<b>Week 2</b>	PMMR- 2, 3
1. Strategic Planning	
2. Segmenting and Positioning Market Strategy	
3. <b>Assignment # 1 Available 12:00 am, May 11.</b>	
<b>Week 3</b>	PMMR– 4, 5
1. Evaluating Market Opportunities	
2. Demographics, Consumers and Markets	
3. <b>Assignment # 1 due 11:59pm, Sunday.</b>	
4. <b>VIDEO MARKETING CASE TOPIC SELECTION IS DUE 11:59pm, Sunday 24th</b>	
<b>Week 4</b>	PMMR- 6, 7
1. Consumer Behaviour	
2. Marketing to Businesses and Organizations	
<b>Week 5 part one</b>	PMMR– 8
1. Improving Decisions with Marketing Information	
2. Midterm Review.	

**Week 5 part two (February 6<sup>th</sup> ONLINE) TBA**  
**Mid-term – Ch. 1,2,3,4,5,6,7,8 Video(s), Class Discussions**

**Week 6** PMMR-9, 10

1. Product Planning for Goods and Services
2. Product Management and New-Product Development

**Week 7**

**READING WEEK February 15<sup>th</sup>-20<sup>th</sup>**

**Week 8** PMMR – 11 & 12

1. Place – Distribution Management
2. Retailing and Wholesaling
3. **Assignment #2 Available 12:00am**

**Week 9** PMMR-13, 14

1. Promotion – Integrated Marketing Communications
2. Personal Selling
3. **Assignment # 2 due 11:59pm, Sunday 7th**

**Week 10** PMMR-15 & 6

1. Advertising, Publicity, and Sales Promotion

**Week 11** PMMR-16,17

1. Pricing Objectives and Policies
2. Price Setting in the Business World

**Week 12** PMMR –18

1. **Assignment #3 All Case Reviews are due 11:59pm, SUNDAY 28th**
2. Implementing and Controlling Marketing Plans
3. Overview of the Role of Marketing in Society
4. Wrap up and Review

**FINAL - TBA**

**Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16, 18 & Online Class Discussions.**

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



## GENERAL INFORMATION

If, on medical or compassionate grounds, you are unable to meet your academic responsibilities, i.e., unable to write term tests or final examinations or complete course work by the due date, you should follow the instructions listed below. You should understand that academic accommodation will not be granted automatically on request. You must demonstrate that there are compelling medical or compassionate grounds that can be documented before academic accommodation will be considered. Read the instructions carefully. In all cases, action must be taken at the earliest possible opportunity, preferably prior to the scheduled examination, test or assignment.

1. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance. The course outline should include the preferred method of contact (e-mail, phone, etc.).
2. Inform the instructor prior to the date of the scheduled time of the test or examination or due date of the assignment. If you are unable to contact the instructor, leave a message for him/her at the department office.
3. Bring your request for accommodation to the Social Science Academic Counselling Office, Room 2105, Social Science Centre, telephone 519 661-2011 or fax 519 661-3384. Be prepared to submit documentation of your difficulties.
4. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of the test or examination reweighted on a retroactive basis is not permitted.

## TERM TESTS and MID-TERM EXAMS

1. If you are unable to write a term test, inform your instructor (preferably prior to the scheduled date of the test). If the instructor is not available, leave a message for him/her at the department office.
2. Be prepared, if requested by the instructor, to provide supporting documentation. Submit your documentation to the Social Science Academic Counselling Office.
3. Make arrangements with your professor to reschedule the test.
4. The Academic Counselling Office will contact your instructor to confirm your documentation.

## FINAL EXAMINATIONS

1. You require the permission of the Dean, the instructor, and the Chair of the department in question to write a special final examination.
2. If you are unable to write a final examination, contact the Social Science Academic Counselling Office in the first instance to request permission to write a special final examination and to obtain the necessary form. You must also contact your instructor at this time. If your instructor is not available, leave a message for him/her at the department office.
3. Be prepared to provide the Social Science Academic Counselling Office and your instructor with supporting documentation.
4. You must ensure that the Special Examination form has been signed by the instructor and Department Chair and that the form is returned to the Social Science Academic Counselling Office for approval without delay.

## **LATE ASSIGNMENTS**

1. Advise the instructor if you are having problems completing the assignment on time (prior to the due date of the assignment).
2. Submit documentation to the Social Science Academic Counselling Office.
3. If you are granted an extension, establish a due date.
4. Extensions beyond the end of classes must have the consent of the instructor, the Department Chair and Dean. A Recommendation of Incomplete form must be filled out indicating the work to be completed and the date by which it is due. This form must be signed by the student, the instructor, the Department Chair, and the Dean's representative in the Academic Counselling Office.

## **SHORT ABSENCES**

If you miss a class due to a minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate.

## **EXTENDED ABSENCES**

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. This must be done by the appropriate deadlines. (Refer to the Registrar's website for official dates.) The Social Science Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed of your difficulties.

## **DOCUMENTATION**

- **Personal Illness:** If you consulted Student Health Services regarding your illness or personal problem, you should complete a Records Release Form at the time of your visit allowing them to notify Social Science Academic Counselling Office. Once your documentation has been assessed, the academic counsellor will inform your instructor that academic accommodation is warranted.
- If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The doctor must provide verification of the severity of the illness for the period in question. Notes stating "For Medical Reasons" are not considered sufficient.
- **In Case of Serious Illness of a Family Member:** Obtain a medical certificate from the family member's physician.
- **In Case of a Death:** Obtain a copy of the newspaper notice, death certificate or documentation provided by the funeral director.
- **For Other Extenuating Circumstances:** If you are not sure what documentation to provide, ask an Academic Counsellor.

**Note:** Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offense and you will be subject to academic sanctions.

## **ACADEMIC CONCERNS**

- You need to know if your instructor has a policy on late penalties, missed tests, etc. This information may be included on the course outline. If not, ask your instructor.
- You should also be aware of attendance requirements in courses such as Business and English. You can be debarred from writing the final examination if your attendance is not satisfactory.
- If you are in academic difficulty, check the minimum requirements for progression in your program. If in doubt, see your Academic Counsellor.
- If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counselling Office in your home faculty for instructions.

**New Western Medical Accommodation Policy on Medical Notes:** *A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm>. Hard copies are available from the student's home Faculty Academic Counselling Service.*

**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.).*