

MOS 2320b: Marketing Intersession 2012

Calendar Description:

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. Video presentations, when used, 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. (6 lecture hours per week, .5 course credit)

<p>Gail Robertson SSC 2233 ghrobertson@sympatico.ca</p>
<p>Office hours Tuesday 9:30-10:30 am Thursday 9:30 – 10:30 am Other times by appointment only</p>

Pre-requisite:

- MOS 1020A/B or both MOS 1021A/B and 1023A/B, and enrollment in the 3rd or 4th year of BMOS or Music Administrative Studies (MAS)

Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, you may 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.

Anti-requisite:

- Business Administration 3304K

Textbook: Principles of Marketing, 8th Canadian Edition (Kotler, Armstrong, Cunningham, Trifts), 2011, Pearson Canada, ISBN: 978-0-13-508457- Note: there will be a companion book on social media marketing included with the text package

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

Course Web Site: <http://mos.uwo.ca/courses/2320/>

- Check here for exam and group presentation information, and general course information
- *Class slides, marketing plan info, etc. will be posted on WebCT for G.Robertson’s class.*

Grading Scheme:

Midterm test*	25%	Date to be determined
Marketing Plan	25%	Due on Tuesday June 12th at the beginning of class
Final exam*	35%	Date & location to be announced by the Registrar's Office
Group Presentation	10%	In Class presentations on June 19th
Class Participation**	5%	Best two of three in class pop quizzes

* Missed exams will receive zero marks unless a legitimate excuse is provided by the student, approved by academic counselling and a makeup exam is scheduled by the instructor. There are no predetermined makeup dates in this course, and the makeup exams will not be arranged prior to the original test date.

** Zero marks in participation may result in zero marks for the group Presentation and the group Project, at the discretion of the Instructor.

Exam Format:

- Mixture of multiple choice, and short answers – further details are
- Closed book and no crib sheet provided by the course instructor.

Multiple choice questions in the exams will be graded via computer software and may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Presentation:

Your Instructor will give you specific directions on how he/she would like your Presentation to follow if required.

Project:

Your Instructor will give you specific directions on how he/she would like your Project, (Marketing Plan) to follow.

Accessibility:

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may wish to contact Services for Students with Disabilities (SSD) at 661-2111 #82147 for any specific questions regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>.

Academic Resources:

Student Development Centre (SDC) offers many useful Learning Skills Services for all students, including drop-in help hours, confidential counselling, online resources, and learning skills presentations (e.g., *preparing for and writing multiple-choice tests*). Visit SDC's Learning Skills site, www.sdc.uwo.ca/learning for more information.

Career Resources:

Social Science Career Services can provide you with MOS-specific career and grad school information. Visit Social Science Career site, www.ssc.uwo.ca/careers for more information.

Academic Offences:

Scholastic offences (e.g., plagiarism) are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at www.uwo.ca/univsec/handbook/appeals/scholoff.pdf

Weekly Schedule: guideline only; subject to change

Week	Lecture Topic – CMA Requirement	Readings/Event
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Beginning	(the order of topics follows the lecture notes)	
May 15	<i>PART 1: MARKETING FUNDAMENTALS</i> 1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper (Group Project)/Groups Assigned 3. The Nature of Marketing/Why study Marketing? 4. Marketing: Creating/Capturing Customer	Jan. 9: First day of classes Chapter 1
May 17	1. Marketing's Role in the Firm 2. Marketing Strategy 3. Social Responsibility and Ethics <i>*Group lists due by Friday May 18th emailed to instructor with names and email addresses</i>	Jan. 17: Last day to add MOS 2320B Chapters 2 and 4.
May 22	<i>PART 2: THE MARKETING ENVIRONMENT</i> 1. Environmental Analysis 2. Marketing Research <i>*Marketing Plan one page summary due at beginning of class – hard copy or emailed to instructor</i>	Chapters 3 and 5
May 24	1. Market Segmentation, Differentiation, and Positioning	Chapter 8
May 29	1. Consumer Buying Behaviour (B2C)	Chapter 6
May 31	Business Buying Behaviour (B2B) MID-TERM EXAM – Ch.'s 1,2,3,4,5,6,8 and in-class materials/discussions – TENTATIVE TIME May 31:5-7 pm	Feb. 15: Last day to drop MOS 2320B Chapter 7
June 5	1. Product and Service Planning 2. Branding	Chapter 9
June 7	1. New Product Development 2. Product Lifecycle	Chapter 10 and 12.
June 12	1. Place: Marketing Channels 2. Retailing and Wholesaling 3. Pricing <i>*Marketing Plans due at beginning of class</i>	Chapter 11, 12 and 13
June 14	1. Promotion: Integrated Marketing Communications 2. Advertising and Public Relations	Chapter 14 and 15
June 19	<i>*Marketing Plan Presentations – 10 minutes each</i>	
June 21	1. Direct and ONLINE marketing 2. Wrap Up & Competitive advantage discussion	Chapters 17 and 18

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.

Group Project: Creating a Marketing Plan (groups of 5 members)

- The objective of the term project (worth 35% 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. According to the text, a marketing plan "...serves to document how the organization's strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point" (Kotler et al, 2011 p. A12). The project is to be done in teams (5 members per team). 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.

Option 3 (Real life option) : Find an existing company or not-for-profit organization in need of a new marketing plan or significant revision to an existing marketing plan and create a real-life plan that they can use to move their product/organization forward.

Project Due Dates: There are **three due dates** , so please mark them down in your agendas.

1. Your first task is to form 5 member groups. **On or before Friday, May 18th, 2012**, one member from each group must send the professor (ghrobertson@sympatico.ca) an email containing the names and valid email addresses of each group member. Students not a member of a group by May 18th will be arbitrarily grouped by the professor. Group members are responsible for exchanging relevant contact information with one another (e.g., telephone numbers, email addresses, availabilities, etc.).
2. Each team must submit a 1-page proposal (consisting of a description of, and rationale for choosing the product/service) **at the beginning of class – Tuesday, MAY 22nd, 2012** 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, groups are encouraged to meet with the professor *at least* once for feedback. NOTE: **Any changes to product/service must be completed and a new one page proposal submitted by Tuesday, May 29th, 2012. No proposals will be approved after May 31st, 2012** resulting in a grade of "0" being assigned to this portion of the course if the final proposal has not been submitted by this date.
3. The complete project is due: **on Tuesday June 12th, 2012**; at the **beginning** of class. Each group must hand in one paper copy and 1 electronic copy (on disc or submitted electronically in a PDF file), of the complete project. There are no exceptions to this requirement, and **no late submissions will be accepted**. In class presentations of marketing plans will take place: **Tuesday June 19th, 2012 and will be 10 minutes in length each.**

Evaluation: In grading your written marketing plans (25% of final grade) and marketing plan presentations (10% of final grade), I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. All team members are required to participate equally to receive the full grade; group members not participating in the final presentation of the marketing plan will receive a grade of 0 on the presentation portion of the grade (i.e. 0 of 10%). All group members 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). Note that the professor 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. E.g. if a group member receives an 80%, 70%, 75%, 75%

participation grade, that individual will receive 75% of the group grade on the marketing plan project. Note that the team member deemed by the group to have made insufficient contribution to the project will have the opportunity to refute this claim.

Special Instructions:

1. Marketing Plans 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 (must include formal name and may include common name), and student ID, are on the handed-in project. Each team must hand in one paper copy of the project, along with an electronic copy (disc or emailed PDF file).
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 current (2011) dollars throughout. 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. Citations must be in a format accepted by Western University
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 and the Executive Summary may be single spaced). Use 'Arial' or 'Times New Roman' non-condensed size-12 fonts, with 1-inch margins. Paragraph and/or point form is acceptable for the written marketing plan.
7. Presentation format is open to the group – multimedia presentations can be used and creativity is encouraged. Presentations will be timed and will end after time allotted (approximately 10 minutes based on number of presentations – depending on the number of groups, the presentation time may be extended to 15 minutes).

Detailed Outline and Format for the Marketing Plan – all double spaced except for Executive Summary which may be single spaced:

• **(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 5-6 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, natural and ecological environments, etc.
- *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).
- *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) – discuss current customer base and evaluate possible segmenting dimensions (customer needs, consumer behaviors, and other characteristics that form the bases for segmentation), identifying and profiling possible future target market(s) as relating to the specific product-category under consideration (operational characteristics, potential size, and likely growth).
- *Market Research (primary and secondary)*, including the implementation of at least one primary and one secondary market research initiative that will be used to provide direction for strategy and recommendations and making recommendations for other market research. Market research recommendations must be appropriate in cost and scope to the business/product.

• **Strategy and Recommendations (approximately 6-7 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 (noting that the emphasis should be placed on marketing strategy):

- *Mission Statement, goals and objectives* – critique of existing mission, goals and objectives - development of proposed new mission statement, goals and objectives where appropriate.
- *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. Where real financial data is not available, students will be expected to make realistic estimates and provide rationale for these estimates, considering best and worst case scenarios.
- *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 launched into 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 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 using Western University acceptable citation method of your choice.