

MOS 2320A Marketing for MOS

Course Outline: Sections 001-650 / Fall 2012

1. Course Information:

1.1. Class Location and Time:

Course Coordinator: R.Burjaw, ext 87273, room SSC 4401, rburjaw@uwo.ca

Instructors

John White SSC 4311 84927 john.white@uwo.ca	Kendra Hart SSC 4434 82298 khart23@uwo.ca	Charan Bagga SSC 4434 86720 cbagga@uwo.ca	Kevin Thompson SSC 4312 85040 kthomp65@uwo.ca
Sec 001 & Sec.002	Section 003	Section 004	Section 650
Monday 10:30-1:30-(001) UCC 37 Monday 2:30-5:30-(002) UCC 37	Monday 10:30-11:30 SSC 2036 Wednesday 10:30-12:30 SSC 2036	Wednesday 7-10 SSC 2028	ONLINE
Office hours Mon.5:30-6:30,Wed. 3:00-6:00, Thur. 11:30-2:30 & 4:30-6:30	Office hours Monday 11:30-12:30 and Wednesday 12:30-1:30.	Office hours Thursday 10:30– 12:30	Office hours Wednesday 5:00-6:30 by appointment

Website Address: <http://mos.uwo.ca/courses/2320/>

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 also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext 82147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

1.1 Prerequisite(s): MOS 1020A/B or both MOS 1021A/B and 1023A/B, and enrollment in the 2nd,3rd, or 4th. year of BMOS or Music Administrative Studies (MAS)

1.2 Anti-requisite:

- Business Administration 3304K

1.3 Senate Regulations state, "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.

2. Textbook Principles of Marketing, 8th Canadian Edition (Kotler, Armstrong, Cunningham, Trifts), 2011, Pearson Canada, ISBN 10: 013312469X

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

- Check here for exam and group presentation information, and general course information
Not through WebCT unless directed by your Instructor

3. Course Objectives and Format

3.1 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 the responsibility of each student to be prepared for each session as detailed in the course outline.

4. Evaluation

Midterm test*	25%	Thur. Oct. 18th 5:00 pm to 7:00 pm Sections 1 and 2 John White –SSC 2024,2028,2032 Sections 3 Kendra Hart–location 3M 3250 Section 4 Charan Bagga –location HSB 240 Sections 650 Kevin Thompson –location SSC 2032
Marketing Plan	25%	Due date set by your Instructor.
Final exam*	35%	Date & location to be announced by the Registrar’s Office
Group Presentation	10%	Your Instructor will supply group information and Presentation dates.
Class Participation**	5%	Instructor-specific – e.g., peer evaluation, attendance; see the instructor for instructor-specific details

* Missed exams will receive zero marks unless a legitimate excuse is provided by the student 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.

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.

Exams are mixed in **format** each with multiple choice and short answer questions. Each exam, in total, will be scheduled for **2 hours for the Midterm and 3 hours for the Final**, and are **closed book examinations**. **Dictionaries are NOT allowed into the examinations.**

Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor to check your calculator.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Both exams will not be in class time. Exams will not be returned to students but may be reviewed in the instructor's office.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades will **NOT** be allowed.

Exams will be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

Grades will **not** be adjusted on the basis of need. It is important to monitor your performance in the course.

Remember: *You* are responsible for your grades in this course.

5. Lecture and Examination Schedule

Weekly Schedule: guideline only; subject to change

Week Beginning	Lecture Topic – CMA Requirement (the order of topics follows the lecture notes)	Readings/Event
Sept.. 6 &7	<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	Sept.. 6: First day of classes Chapter 1
Sept.. 10	1. Marketing's Role in the Firm 2. Marketing Strategy 3. Social Responsibility and Ethics	Chapters 2 and 4.
Sept. 17	<i>PART 2: THE MARKETING ENVIRONMENT</i> 1. Environmental Analysis 2. Marketing Research	Chapters 3 and 5
Sept. 24	1. Market Segmentation, Differentiation, and Positioning	Chapter 8
Oct. 1	1. Consumer Buying Behaviour (B2C)	Chapter 6
Oct. 8	Business Buying Behaviour (B2B)	Last day to drop MOS 2320A Chapter 7
Oct. 15	1. Product and Service Planning Branding MID-TERM EXAM – Ch.'s 1,2,3,4,5,6,7,8 and in-class materials/discussions Thursday, Oct. 18th. from 5:00	Thursday Oct. 18 th -MID TERM Chapter 9

	pm to 7:00pm.	
Oct. 22	<ol style="list-style-type: none"> 1. New Product Development 2. Product Lifecycle 	Chapter 10 and 12
Oct. 29-Nov.2	<ol style="list-style-type: none"> 1. Place: Marketing Channels 2. Retailing and Wholesaling 	Chapter 12 and 13
Nov. 5	<ol style="list-style-type: none"> 1. Pricing 	Chapter 11
Nov. 12	<ol style="list-style-type: none"> 1. Advertising and Public Relations 2. Promotion: Integrated Marketing Communications 	Chapter 14 and 15
Nov. 19	<ol style="list-style-type: none"> 1. Direct and ONLINE marketing 	Chapter 17
Nov. 26	<ol style="list-style-type: none"> 1. Competitive advantage discussion 	Chapter 18
Dec 3-5	<ol style="list-style-type: none"> 1. Wrap up 	Dec 5: End of classes

6. University Policy Regarding Illness

6.1. Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, **in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.**

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy [<http://www.uwo.ca/univsec/handbook/general/privacy.pdf>].

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at:

<http://counselling.ssc.uwo.ca/forms/medicalNote.pdf>

Whenever possible, students who require academic accommodation should provide notification and documentation **in advance of due dates, examinations**, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

6.2. Make Up Examinations

6.2.1. The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counselling office).

6.3. Attendance

6.3.1. It is expected that students will attend all classes. The professor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

7. University Policy on Cheating and Academic Misconduct

7.1. Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 251 University Community Centre, (519) 661-3573.

7.2. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

- 7.3. The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

8. Procedures For Appealing Academic Evaluations

- 8.1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

9. Student Responsibilities

- 9.1. Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

In this class, some students may be unaware that their private discussions are distracting to other people. If you feel that students are distracting your attention from the material, then you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), then please see the instructor. In addition, please avoid engaging in private discussions with other students during the lectures.

To avoid unnecessary distractions, please arrive to each class on time.

10. Support Services

10.1. Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca> Student Support Services (*including the services provided by the USC listed here*) can be reached at: <http://westernusc.ca> <http://www.sdc.uwo.ca/>

- 10.2. Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help."

11. Other Issues

11.1. Grade Policy

The DAN Program has a grade policy which states that for courses in the 2000-3000 range, the class average must fall between 65% and 70% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or Director. Class averages are not grounds for appeal.

11.2. Short Absences.

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

11.3. 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. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

11.4. Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.

11.5. Important Dates:

September 6, 2012 Fall Term classes begin.

September 14, 2012 Last day to add a full course or a first-term half course

October 8, 2012 Thanksgiving Holiday

November 5, 2012 Last day to drop a first-term half course without academic penalty

November 30, 2012 Last day to drop a full course without academic penalty

December 5, 2012 Fall Session classes end

December 6, 7, 2012 Study Days

December 8-19 Mid-year examination period

12. Other Information

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring music players, cell phones, beepers, or other electronic devices to exams

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: <http://www.uwo.ca/univsec/handbook/>