



The Aubrey Don Program in

MANAGEMENT and
ORGANIZATIONAL STUDIES

Marketing for Management and Organizational Studies

Course Number: MOS320b - Section (001)

The course outline and schedule are _____

Course Information

Course Name:	Marketing for Management and Organizational Studies
Course Number:	320b
	Section, Location, Time
	Section 001
	Mondays: 3:30 p.m. - 6:30 p.m. (location: HS 11)

Instructor Information

Instructor:	Roland Kriening, BA, AGDM, MBA Marketing, MOS Program
Office:	SSC-2233 (do not leave phone messages or notes)
e-mail:	rkrienin@uwo.ca
Course website	TBA, on <i>WEB-CT</i>
Office Hours:	½ hour before and after class in HS 11

Required Text

- Perreault, 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)

Course Description & Objectives

Course Description:

An introduction to the role of marketing in the organization and society.

Prerequisites: Business 257 and enrolment in the BMOS program.

"Unless you have either the 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:

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

Mid-Term & Final Exam

There will be a mid-term test and a final exam in the course, representing 25 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, video presentations, and class 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.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	<i>Monday, Feb 11 in class (90 minutes)</i>
Final Exam	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period (April, 2008)</i>

Group Project: Creating a Marketing Plan (groups of 4-5 members)

The objective of the term project (worth 25 percent 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 "...is a written statement of a marketing strategy and the time-related details for carrying out the strategy" (Perreault et al., 2007, p. 39). The project is to be done in teams (6 members).

Marketing the MOS Program and its Graduates



In its yearly strategic plan, The University of Western Ontario, specifically the Management and Organizational Studies Program (MOS) has identified marketing of the MOS program and its graduates as one of the key priorities for the next 2 years. The director is looking for a comprehensive marketing plan to support the future growth and positioning of the MOS program and its graduates. Following a thorough analysis of the marketing situation, each team will create a marketing plan for the MOS program that will:

1. Position MOS, nationally, as the program of choice for students with an interest in business.
2. Promote the MOS program to the business sector and other industries, such that MOS graduates are their first choice in hiring decisions.

Project Deadlines: There are three deadlines, so please mark them down in your agendas.

1. Your first task is to form teams of 6 members. During the class on **Monday, January 14, 2008**, groups will complete and submit a group profile form to the instructor. The form will contain the names and valid email addresses of each group member. Groups will also elect a contact person for the instructor to contact regarding the project. Students not being a member of a group by this date will be arbitrarily grouped by the professor during this class. Group members are responsible for exchanging relevant contact information with one another (e.g., telephone numbers, email addresses, availabilities, etc.).
2. Each team must then hand in a 1- 2 page project plan consisting of:
 - a. The name of your consulting firm, names of team members
 - b. Outline of the project including specific responsibilities of each team member – what will they complete and be responsible for
 - c. A timeline indicating meeting dates
 - d. Specific dates when individual elements of the project will be completed

This report is due on **Monday, February 4, 2008**, in order to obtain the professor's approval. NOTE: No proposals will be approved after this date, resulting in a grade of "0" being assigned to this portion of the course.

3. The complete project is due on **March 24, 2008** at the **beginning** of class. Each group must hand in one paper copy *and* 1 electronic copy (on CD-ROM), of the complete project. There are no exceptions to this requirement, and **no late submissions will be accepted**. An electronic copy must also be submitted to www.turnitin.com (for instructions go to <http://turnitin.uwo.ca/students.htm>) on or before this date. You will need to input Class ID: 2123936 and Password: MOS320001 (case sensitive)

Special Instructions:

1. Projects 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, and student ID, are on the handed-in project. Each team must hand in one hard copy of the project, along with a CD-ROM electronic copy containing both the project and video advertisement (do not send as an attachment to professor!).
3. 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.
4. Assume constant (2007) dollars. 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.
5. Total length of the project (not including Appendices, Exhibits, References, and Cover Page) is not to exceed 16 typed, double-spaced pages (note that 'bulleted items' do not require double spacing). Use 'Arial' or 'Times New Roman' non-condensed size-12 fonts, with 1-inch margins.

Part 1 - Detailed Outline and Format for the Marketing Plan:

- **(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 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 (if applicable), natural and ecological environments (if applicable), etc.
- *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), including evaluating possible segmenting dimensions (customer needs, consumer behaviors, and other characteristics that form the bases for segmentation), identifying and profiling possible target market(s) as relating to the specific product-category under consideration (operational characteristics, potential size, and likely growth).
- *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).
- **Strategy and Recommendations (approximately 6 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 (of the three below subsections, please note that the marketing strategy is the most important):
 - *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-term (1 year), and medium-terms (3 years). 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.
 - *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 2 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.

Part 2 – TV and Radio Advertisement

1. As part of the promotion and advertising components of the plan, **a 30 second TV advertisement** must be developed and recorded in a format that can be displayed on a computer. The ad must be tasteful, professional and G rated.
2. Also, a **30 second radio spot** must be recorded. Again, the ad must be tasteful, professional and G rated. The radio spot should be recorded at the end of the TV ad (within the same file)... ie. Audio only with a blank screen.

Part 3 – Presentation (worth 10% of the final grade)

1. A 20 minute presentation of the marketing plan including TV and radio advertisement. It is expected that all group members participate equally in the presentation. The goal of the presentation is to convince the client that your marketing firm should get the advertising account. Therefore professionalism and creativity are of utmost importance.

Evaluation: In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan, advertisement and presentation. All team members should participate equally; you will have the opportunity to confidentially report on group members whose contribution were lacking and had a negative impact on the project. This will be done using a formal peer-evaluation form (see template on instructor's website – accessed through MOS website). Note that the professor may incorporate this feedback in assigning the grade for individual students. 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.

Projects will be graded based on the following elements:

- Content of marketing plan and presentation –have all relevant components been addressed
 - Clarity, grammar, spelling
 - Creativity and originality
 - The weightings will be as follows:
 - Project Plan, 10%
 - Written Marketing Plan 70%
 - TV and Radio advertisement 20%
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Grading

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

Grading Weights for Evaluation Components	
Mid-Term Exam	25%
Final Exam	40%
Marketing Plan Group Project	25%
Group Presentation of Marketing Plan	10%
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

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) extraordinary circumstances. No projects or work for extra marks will be permitted.

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.).*

Code of Behaviour

Students are expected attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focussed on the activities during the class. **Disruptive talking will not be tolerated.** If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material.



Laptops are to be used for note taking only. STUDENTS FOUND USING THEIR LAPTOP FOR NON-CLASS RELATED ACTIVITIES (i.e. emailing, web-surfing, chatting, etc.) WILL BE ASKED TO LEAVE CLASSROOM.

Cell phones shall not be used (nor should they be left on) during class.

Course Outline Schedule

Course Outline Schedule for Marketing 320a, Section 003		
Date	Topic	Readings
Week 1 Jan 7.	1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper <i>PART 1: MARKETING FUNDAMENTALS</i> 3. The Nature of Marketing/Why study Marketing?	PM-1
Week 2 Jan 14	1. Marketing's Role in the Firm/Not-for-profit organization 2. Segmentation and Positioning 3. Video Presentation 4. Note: Group lists for term project due	PM-2, 3
Week 3 Jan 21	<i>PART 2: THE MARKETING ENVIRONMENT</i> 1. Consumer Behaviour (B2C) 2. Video Presentation	PM-4, 5
Week 4 Jan 28	1. Consumer Behaviour (B2C) (cont.) 2. Organizational Buying Behaviour (B2B) 3. Video Presentation Note: 1-pg. summary of marketing plan due	PM-6, 7
Week 5 Feb 4	1. Marketing Research	PM-8
Week 6 Feb 11	Mid-term Exam (Mon. Feb 11, 3:30-5:00) – Ch. 1,2,3,4,5,6,7,8	
Feb 18	No class – Family Day	
Feb 25	No class – Reading Week	
Week 7 Mar 3	<i>PART 3: MARKETING POLICIES AND DECISIONS</i> 1. Product and Service Planning 2. Video Presentation	PM-9
Week 8 Mar 10	1. Product Management and New Product Development 2. Video Presentation	PM-10
Week 9 Mar 17	1. Distribution Strategy (Place) 2. Retailing/Wholesaling 3. Video Presentation	PM-11, 12
Week 10 Mar 24	1. Integrated Marketing Communication (Promotion) 2. Personal Selling 3. Video Presentation Note: Marketing Project Due	PM-13, 14
Week 11 Mar 31	1. Advertising and Sales Promotion 2. Pricing <i>PART 4: MANAGING THE MARKETING ENVIRONMENT</i> 1. Marketing Plans and Control	PM-15, 16, 18
Week 12 April 7	Group Presentations	
TBA	Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16, 18	

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