

# **Marketing for Management and Organizational Studies**

**MOS 3320b – Section 4  
Instructor: S.H. Mark Lee**

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

**Course Name:** Marketing for Management and Organizational Studies  
**Course Number:** MOS 3320b  
**Course Section:** (4)  
**Location:** SSC – 3102  
**Time:** Wednesday 7-10pm

**Instructor:** S.H. Mark Lee, *B. A&S, MBA*  
**Office Number:** MOS Office → 519-661-2051  
**Office Hours:** Wednesday 6-7pm in Class, other times by Appointment.  
**Email:** [mlee@ivey.uwo.ca](mailto:mlee@ivey.uwo.ca)

*When using Email, PLEASE indicate the course code - MOS3320 on the subject title. Thank you!*

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**Required Text:** Perreault, McCarthy, Meredith, and Ricker (2007), *Basic Marketing: A Global Managerial Approach (12<sup>th</sup> Canadian Edition)*. McGraw-Hill Ryerson. (PM) ISBN #0-07-097425-X.

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## Course Description & Objectives

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

**Prerequisites:** *Business 257 and enrolment in the BMOS program.*  
Unless you have either the pre-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 even that you are dropped from a course for failing to have the necessary prerequisites.

**Course Objective:** 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 lectures, class discussions, classroom activities, reading assignments, and the group marketing project will provide the students 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 group marketing assignment will provide the opportunity to engage in a marketing research experience and present the group findings and experiences to their peers.

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## Grading Distributions

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

### Grading Weights for Evaluation Components:

Final Exam:	40%
Mid-Term:	25%
Marketing Plan Project:	25%
Assignments:	10%

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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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<b>Course Components:</b>
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## 1) Mid Term (25%) + Final Exam (40%)

### Dates of the Mid-term Test and the Final Exam:

**Mid-Term:** *Wednesday, February 11<sup>th</sup>, 2009 – In Class, 2.5 hours.*

**Final Exam:** *Saturday, April 25<sup>th</sup>, 2009 – 2pm.*

There will be a mid-term test and a final exam in the course. Both will include multiple-choice questions, short answer questions, and/or essay questions. Questions can pertain to any of the material covered during the course with respect to the relevant topic areas, assigned reading materials, and class discussions. The mid-term and final exams are closed-book. The final exam is not cumulative (i.e. the final exam will not have questions directly based on pre-midterm materials). However, there is an expectation of the students to have an understanding of the importance and the relevance of terms/concepts that were covered in the first half of the course.

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## 2) Marketing Plan Project (20% + 5%)

“The 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.38). The purpose of the Marketing Plan Project is to provide the students with a hands-on project that represents one of the major tenets of marketing operations. In addition to the development of a marketing plan, the group project allows for experience of creating a communication piece that discusses the process and activities involved in creating such a plan. Refer to Chapter 18 for more information.

### Details regarding the Marketing Plan Project:

a) Group Formation – Deadline: Wednesday, January 21<sup>st</sup>, 2009

- The project is to be done in teams of 4-5 members. Your first task is to form groups of 4-5 members by the conclusion of Week 3’s class. Before this time, one member from your team must notify me (mlee@ivey.uwo.ca) the names and their student numbers. Students that are not in a group will be arbitrarily grouped by the instructor and will be notified of their group in the following class. It is the responsibility of the group members to coordinate with one another to successfully work as a team.

b) Marketing Plan Proposal – Deadline: Wednesday, February 4<sup>th</sup>, 2009

- Each team must prepare a 1-page single space report (email submission) in a word document consisting a brief description and rationale for choosing the product or service. Following the submission, your group will be required to meet with me in the upcoming weeks (post-midterm) to discuss your proposed project plan.

- Your team has been hired as external consultants to develop a marketing plan for the “XYZ” company. Your team can choose the direction of your project from any of the three options listed below.
  - i. **Marketing 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.
  - ii. **Fictitious Company Option:** Create a marketing plan for a newly developed product or service. Create a fictitious company with a fictitious product or service. However, your competitors and industry analysis may not be fictitious. You must put it in a Canadian context.
  - iii. **Local Consulting Option:** Find a local organization (profit or non-profit within Ontario) that might require your assistance in developing a marketing plan for their company. (Please discuss with me the details before pursuing with this option). You will require a letter of permission from the company that you are working with.

c) Market Research Exercise – Jan 28<sup>th</sup>, 2009.

- In week 4, each team will get together and create a survey which will be filled out by everyone else in the class. This will give each and every team an opportunity to have some sort of data that they will be required to use as part of their marketing plan. Alternatively, you may collect data from outside of the classroom, but this is not required for the marketing plan. More details will be provided on week 4’s class.

d) “The Marketing Plan” – Deadline: Wednesday, April 1<sup>st</sup>, 2009 – 20%

- Each team is required to develop and write a marketing plan for a “company” – the complete marketing plan should be not exceed more than **25** pages (including title page, references, appendices, etc.), Times New Roman – 11 point font, 1.5 spacing, with 1-inch margins.
- Each team must submit two copies. First copy should be a hard copy and this is due on April 1<sup>st</sup>, 2009. The Second copy must be a soft and this should be in my inbox ([mlee@ivey.uwo.ca](mailto:mlee@ivey.uwo.ca)) by 7.00pm of the due date. Late submissions will be penalized 5% for each day past the due date.
- In grading your projects, I will pay close attention to the realism, clarity, thoroughness, and originality. Your team should be writing up this project as if it was actually going to be implemented by the company. All members should participate and contribute equally into the project. At the end, each member will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members with a formal peer-evaluation form). Therefore, your final grade may be adjusted based on these peer-evaluation forms.

e) Marketing Plan Presentation – Deadline: Wednesday, April 8<sup>th</sup>, 2009 – 5%

- Each team will have an opportunity to present their work to the rest of the class. Unlike a traditional presentation, we will have a mini-poster fair where the whole entire class will be able to walk around and observe other team's work. I will assign a grade by spending approximately 5 minutes at each "station". Your team may choose to display your project in any format that you wish (e.g. poster and/or any other visual design). Creativity is encouraged.

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### 3) Assignments (10%)

Throughout the course, we will have a total of 3 assignments. These assignments are designed to be fun and also provide a practical learning experience. These assignments are completed in-class and it will not require additional work outside of class.

The purpose of the assignments is to apply practically what we have covered in the lectures. Each assignment is worth 5% each. The lowest assignment mark will be dropped and I will only take the top two marks.

For individuals that do not show up to the class(es) to participate in these assignment exercises, they will automatically receive a score of 0 for that assignment. No exceptions. This is why I have chosen to drop the lowest mark. If individuals miss the introductory section of assignment 2 and assignment 3, then they will be penalized 25% of their assignment mark. For example, if you did not show up for the introduction, but did participate in assignment #2 and received 90%, then your overall mark for that assignment will be 65%.

The groups assigned for these assignments will be *different* from the ones that you are with for your marketing plan project. These groups will be randomly assigned by the instructor.

**Evaluations:** For each assignment, the groups will be ranked from 1<sup>st</sup> to last. Therefore, your team's grade will be relative to the performance of other groups. For a given assignment:

For example:

1<sup>st</sup> place – 100%, 2<sup>nd</sup> place – 90%, 3<sup>rd</sup> place – 80%,  
4<sup>th</sup> place – 70%, 5<sup>th</sup> place – 60%, 6<sup>th</sup> place or worse - 50%

(\**\*The ranking schemes may change based on the number of groups and the assignment*\*)

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### MID-TERM CONFLICTS with OTHER COURSES

It has come to my attention that some other courses tend to set their mid-terms and tests on Wednesday nights. 1) You do have the option of getting out of the mid-term should you tell the professor/instructor that you have a Wednesday night class. 2) If you choose to take the midterm

instead of coming to do an assignment, that is your choice. However, you will not be exempt from my mid-term and/or assignments because you have a mid-term for another course. This is because the mid-term for the other course is infringing on my course slot which gives me the right to move the mid-term. When approaching your instructor, if you have any difficulties, please bring it to my attention and I will deal with it myself.

\*\*\*If you do not want the life of moving midterms constantly to attend my class, then my class is not for you! Also, my class is designed for students who want to consistently attend and learn about marketing. It is not intended for students who want to consistently skip lectures.

<b>Course Outline Schedule</b>		
<b>Date:</b>	<b>Topic:</b>	<b>Readings:</b>
Week 1 Jan. 07, 09	- Introduction to the Course – Review of the Course Syllabus - Chapter 1: Marketing for Consumers, Firms, and Society - Chapter 2: Strategic Planning	PM – 1,2
Week 2 Jan. 14, 09	- Chapter 3: Segmenting and Positioning Marketing Strategy - <b>Assignment #1 – Campus Search Exercise</b> - Discussion of Assignment #1	PM – 3
Week 3 Jan. 21, 09	- Chapter 4: Evaluating Market Opportunities - Chapter 5: Demographics, Consumers, and Markets - Discussion of Marketing Plan - Finalize Marketing Plan Groups	PM – 4,5
Week 4 Jan. 28, 09	- Chapter 8: Improving Decisions with Marketing Information - <b>Market Research Exercise</b>	PM – 6
Week 5 Feb. 4, 09	- Chapter 6: Consumer Behaviour - Chapter 7: Marketing to Businesses and Organizations - <b>***Marketing Plan Proposal Due</b> - Brief Mid-Term Review	PM – 7,8
Week 6 Feb. 11, 09	<b>*** MIDTERM Ch. 1 – Ch. 8</b>	*
Week 7 Feb. 25, 09	- Chapter 9: Product Planning for Goods and Services - Chapter 10: Product Management and New-Product Development - <b>Introduction to Assignment #2</b>	PM – 9,10

Week 8 Mar. 4, 09	- Chapter 14: Personal Selling - <b>Assignment #2 (continued...)</b>	PM – 14
Week 9 Mar. 11, 09	- Chapter 11: Place – Distribution Management - Chapter 12: Retailing and Wholesaling - <b>Introduction to Assignment #3</b>	PM – 11,12
Week 10 Mar. 18, 09	- Chapter 15: Advertising , Publicity, and Sales Promotion - <b>Assignment #3 (continued...)</b>	PM – 15
Week 11 Mar. 25, 09	- Chapter 13: Promotion – Integrated Marketing Communications - Chapter 16: Pricing Objective and Policies	PM – 13,16
Week 12 April 1, 09	- <b>Marketing Competition</b> *** <b>Marketing Plan Project Due</b>	*
Week 13 April 8, 09	- Instructor’s Evaluation - Peer Evaluation - Chapter 18: Marketing Plan and Controls *** <b>Marketing Plan Mini-Fair</b>	PM – 18
TBA	*** <b>FINAL EXAM Ch. 9 – Ch.18 (Excluding Ch.17)</b>	*

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

## Code of Conduct – Academic Policies and Regulations

Students are expected to attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focused 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, you should do so quietly. If you return to a class that is still in progress, you should do so quietly. All students are responsible for all course material.

**LAPTOPS will not be allowed during the lecture portion of class.**

**CELL PHONES shall not be used (nor should they be left on) during class.**

**PDA's/Music Players will not be allowed during class.**

Unless there are acceptable (to the course instructor) extraordinary circumstances, no late submissions of any course material will be accepted. If the mid-term exam is missed with cause, a make-up will be required. The percentage component for the mid-term will in no circumstance be waived and added to the final exam percentage.

**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:** “The University of Western Ontario uses software for plagiarism checking. Students may be required to submit their written work in electronic form for plagiarism checking”

**Academic Cheating:** “For any testing session, including computer-marked multiple choice tests and exams, the use of software to check for unusual coincidences in answer patterns that may indicate cheating may also be employed.”

**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.).”

**Peer Evaluation:** For both the Marketing Project Plan Group and the Assignment Groups, there will be a confidential peer evaluation component at the end of the year. Details will be discussed further during the semester.



## Marketing Plan Template

	<u>Suggested Number of Pages</u>
<b>1.0 Title Page / Table of Contents</b>	<b>2 Pages</b>
<b>2.0 Executive Summary</b>	<b>1 Page</b>
<b>3.0 Situation Analysis</b>	<b>5-7 Pages</b>
<b>3.1 Industry Analysis</b>	
<b>3.2 Customer Analysis</b>	
<b>3.3 Competitive Analysis</b>	
<b>3.4 SWOT Analysis</b>	
<b>3.5 Keys to Success</b>	
<b>4.0 Marketing Strategy</b>	<b>4-5 Pages</b>
<b>4.1 Corporate Objective / Company Mission</b>	
<b>4.2 Market Segmentation Strategy</b>	
<b>4.3 Targeting Strategy</b>	
<b>4.4 Marketing Mix – 4 P’s</b>	
<b>4.5 Market Research (please integrate assignment #2)</b>	
<b>5.0 Implementation Plan</b>	<b>2-4 Pages</b>
<b>5.1 Product/Service Design and Development</b>	
<b>5.2 Marketing &amp; Sales</b>	
<b>5.3 Resource Requirements</b>	
<b>6.0 Financial Information</b>	<b>2-3 Pages</b>
<b>6.1 Financial Assumptions</b>	
<b>6.2 Budget</b>	
<b>6.3 Sales/Expense Forecast (3 years)</b>	
<b>7.0 Controls</b>	<b>2-3 Pages</b>
<b>7.1 Implementation Milestones</b>	
<b>7.2 Symptoms of Failure</b>	
<b>7.3 Alternative Strategies / Contingency Plan</b>	
<b>8.0 Appendices and References (APA Referencing)</b>	

More details regarding the project will be provided in Week 3.

\*\*\* Also, please refer to Chapter 18 of the textbook for more information regarding Marketing Plans.