
The University of Western Ontario
Aubrey Dan Program in Management and Organizational Studies
Faculty of Social Science, Fall 2008

Marketing for Management and Organizational Studies

Course Number: MOS 3320A - Section (003)

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

Course Information

Course Name: Marketing for Management & Organizational Studies
Course Number: 3320A

Course Section Information	
Section 003	Wednesday
Location	Thames Hall
Room	3102
Time	2:30 – 5:30

Instructor Information

Instructor:	Fabrizio Di Muro, BSc, MSc
Office:	Ivey 0N48
Office	Social Science Centre, Room 2233
Telephone:	(519) 661-2111 ext. 82298
e-mail:	fdimuro@ivey.uwo.ca

Office Hours: 12:30 to 2:30
Wednesdays

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

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 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, reading assignments, and the group marketing assignment 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 group marketing assignment will provide the opportunity to engage in a marketing research experience and present the groups findings and experiences to their peers.

Grading

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

Grading Weights for Evaluation Components

Mid-Term Test	25%
Final Exam	40%
Marketing Plan Project and Presentation	25%
Class Participation	10%

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

Mid-Term – 25%
Final Exam – 40%

There will be a mid-term test and a final exam in the course. 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, assigned reading materials and class discussions. The mid-term and final exams are closed book. The final, although not cumulative (i.e. the final will not have questions based on the mid-term materials), does expect students understand 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	Wednesday October 15, 2008 (1 ½ hours)
Final Exam	TBD (3 hours).

Group Project and Presentation – 25%

Marketing Plan - 15%

“The Marketing plan is a written document that acts as a guidebook of marketing activities for the marketing manager”

The purpose of the Marketing Plan Group 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.

Marketing Plan Presentations – 10%

Students will use a 12 - 15 minute PowerPoint presentation (or similar) to present the main points of their marketing plans. All group members must participate in the presentation. Presentations will be graded by the instructor.

Steps in the Marketing Plan project

- (1) Form a group – Each group will have 4-5 members.
- (2) Select from the following list the type of business you would like to create a marketing plan for (**NOTE: the marketing plan project is a fictitious company, you are just selecting what type of business/industry your company is in**);
 - (i) Small local retailer (i.e. variety store, clothing store, electronics store, other)
 - (ii) Professional service provider (i.e. accounting, consulting, financial advisor, other)
 - (iii) Manufacturer (i.e. office furniture, toys, packaged goods, other)
- (3) Using the marketing plan template provided, your group is required to develop and write a marketing plan for your “fictitious company” – the complete plan should be between 18 – 25 pages, Times New Roman, 12 font, double spacing excluding appropriate appendices and references used to write the plan. **All marketing plans are due the beginning of class, November 12. Groups will lose 5% for every day they are late!!**
- (4) Students will present their marketing plans in class. Presentations will be 12-15 minutes in length. The presentation of the marketing plan will allow students to demonstrate competence in presentation skills and in the ability to relay vital information in a limited amount of time. The first three presentations will take place on November 12th, with 3 presentations per week to follow in each of the next 3 weeks until the end of the semester. Group presentation dates will be assigned by the instructor once the groups have been established.

Class Participation – 10%

The class participation grade is made up from two areas; (1) participation in class discussion and (2) participation in the group project.

All class members will be expected to actively contribute to class discussions, 5 % of the participation grade will be determined by your participation in these discussions. In addition, the expectation is that all students have read the required materials prior to class, and thus the instructor may call upon individual students to answer questions pertaining to such material.

In an effort to reduce free-riding within the group projects, 5% of the participation grade will be determined by group members. Each student will submit a confidential contribution grade (ranging from 0-5) for each one of their group members following their presentation by email to me fdimuro@ivey.ca before the next class.

Course Outline Schedule

Date	Topic	Readings
Week 1 Sept 10	1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper PART 1: MARKETING FUNDAMENTALS 3. What is Marketing/Why study marketing?	PM-1
Week 2 Sept 17	1. Marketing’s Role in the Firm/Not-for-profit organization 2. Segmentation and Positioning	PM - 2, 3
Week 3 Sept 24	PART 2: THE MARKETING ENVIRONMENT 1. Consumer Behaviour (B2C)	PM – 4, 5,
Week 4 Oct 1	1. Consumer Behaviour (B2C) (cont.) 2. Organizational Buying Behaviour (B2B)	PM - 6, 7
Week 5 Oct 8	1. Marketing Research 2. Mid-term review	PM – 8
Week 6 Oct 15	MID-TERM – Ch. 1,2,3,4,5,6,7,8	

Week 7 Oct 22	PART 3: MARKETING POLICIES AND DECISIONS - Product and Service Management 1. Product and Service Management	PM - 9
Week 8 Oct 29	1. Product Management and New Product Development	PM - 10
Week 9 Nov 5	1. Place- Distribution Management 2. Retailing and Wholesaling	PM - 11,12
Week 10 Nov 12	***<u>All</u> Marketing Plans are due at the beginning of class*** 1. Marketing Plan Presentations 2. Integrated Marketing Communications (Promotion) 3. Personal Selling	PM - 13,14
Week 11 Nov 19	1. Marketing Plan Presentations 2. Advertising, Publicity and Sales Promotion	PM – 15
Week 12 Nov 26	1. Marketing Plan Presentations 2. Pricing Objectives and Policies	PM – 16
Week 13 Dec 3	1. Marketing Plan Presentations PART 4: MANAGING THE MARKETING ENVIRONMENT 2. Marketing Plans and Controls 3. Review	PM – 18
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.

Code of Behaviour - Academic Policies/Regulations

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.

Laptop Computers/PDAs - If you bring a laptop/PDA to class, the assumption is that it is to assist in note taking – **STUDENTS FOUND USING THEIR LAPTOP FOR NON-CLASS RELATED ACTIVITIES (i.e. emailing, web-surfing, etc.) WILL BE ASKED TO LEAVE CLASSROOM.**

Cell phones shall not be used (nor should they be left on) 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 circumstances be waved 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.).

Marketing Plan Template

	<u>Table of Contents</u>	<u>Suggested number of pages</u>
1.0	Executive Summary	2-3 pages
	This section should contain only information already included in the plan. No new information should be introduced. This section requires the author of the plan to carefully consider what the most important points are and what should be included.	
2.0	Situation Analysis	7-9 pages
	2.1 Market Summary	
	2.1.1 Market Demographics	
	2.1.2 Market Needs	
	2.1.3 Market Trends	
	2.1.4 Market Growth	
	2.2 SWOT Analysis	
	2.2.1 Strengths	
	2.2.2 Weaknesses	
	2.2.3 Opportunities	
	2.2.4 Threats	
	2.3 Competition	
	2.4 Services	
	2.5 Keys to Success	
	2.6 Critical Issues	
3.0	Marketing Strategy	4-6 pages
	3.1 Mission of the company	
	3.2 Marketing Objectives	
	3.3 Financial Objectives	
	3.7 Marketing Mix	
	3.7.1 PRODUCT	
	3.7.2 PRICE	
	3.7.3 PLACE	
	3.7.4 PROMOTION	
	3.8 Marketing Research	
4.0	Financials, Budgets, and Forecasts	3-4 pages
	4.1 Break-even Analysis	
	4.2 Sales Forecast	
	4.3 Expense Forecast	
5.0	Controls	2-3 pages
	5.1 Implementation Milestones	
	5.2 Marketing Organization	
	5.3 Contingency Planning	