

Marketing for Management and Organizational Studies
MOS 3320b – Section 2
Instructor: S.H. Mark Lee

The University of Western Ontario
Aubrey Dan Program in Management and Organizational Studies
Faculty of Social Science, Winter 2010

Course Name: Marketing for Management and Organizational Studies
Course Number: MOS 3320b
Course Section: (2)
Location: TC-205
Time: Monday 2:00pm-5:00pm

Instructor: S.H. Mark Lee, *B. A&S, MBA*
Office Number: SSC-2232
Office Hours: Monday 1pm-2pm before Class (in classroom), OR
Monday 5pm-6pm after Class (in classroom), OR
Schedule alternative times by Appointment.
Email: mlee@ivey.uwo.ca

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

Required Text: Perreault, McCarthy, Meredith, and 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 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.

Grading Distributions

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

Grading Weights for Evaluation Components:

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| Final Exam: | 40% |
| Mid-Term: | 25% |
| Marketing Plan Project: | 20% |
| Assignments: | 15% |

The following are the grade categories for the course from the Academic Calendar.

Grade Categories:

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| 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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| Course Components: |
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1) Mid Term (25%) + Final Exam (40%)

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

Mid-Term: *Monday, February 8th, 2010 – In Class, 2.5 hours.*

Final Exam: *TBD*

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.

2) Marketing Plan Project (20%)

“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.

Information regarding the Marketing Plan Project (Detail provided in Week 3).

a) Group Formation – Deadline: Monday, January 18th, 2010

- 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 at the end of week 3’s 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: Monday, February 1st, 2010

- Each team must prepare a 1-page single space report (email submission) in a word document consisting information regarding your organization and brief rationale for choosing this organization.

c) “The Marketing Plan” – Deadline: Monday, March 29th, 2010 – 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 **22** pages (excluding title page, references, appendices), Times New Roman – 11 point font, 1.5 spacing, with 1-inch margins. Your total marketing plan **MUST** not exceed 30 pages.
- Each team must submit two copies. First copy should be a hard copy and this is due on March 29th, 2010. The Second copy must be a soft and this should be in my inbox (mlee@ivey.uwo.ca) by 2pm 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 using a formal peer-evaluation form). Therefore, your final grade may be adjusted based on these peer-evaluation forms.

d) Short Presentation – Monday, April 5th, 2010

- To share what everyone has done, each team will be required to make short 3-5 minute presentation on the topic. No grades will be assigned, but this component is required. Please submit your presentation by email the day before the last class.

3) Assignments (15%)

Throughout the course, we will complete a total of **FOUR** assignments. These assignments are designed to be fun and also provide a practical learning experience. These assignments are completed in-class and it does not require you to do extra work beyond class time.

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 three 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 you happen to be sick on one of the assignment days, that will be your dropped mark.

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.

If in the case you happen to be sick or excused for **two or more** assignment days, the student should talk with me to see how they can make up that 5%.

Evaluations: For each assignment, the groups will be ranked from 1st to last. Therefore, your team's grade will be relative to the performance of other groups.

For example:

1st place – 100%, 2nd place – 90%, 3rd place – 80%,
4th place – 70%, 5th place – 60%, 6th place - 50%

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

MARKETING COMPETITION

At the end of the course, each marketing plan group will have an opportunity to participate in a marketing competition that resembles much like the popular tv-show, the “Apprentice”. This exercise encompasses all of the major topics that we have covered in this course. The teams that perform well in this competition will receive bonus marks on their marketing plan assignment.

More details will be provided a week before the competition.

MID-TERM CONFLICTS with OTHER COURSES

It has come to my attention that some other courses may schedule mid-terms that conflict with our class. 1) You do have the option of getting out of the mid-term should you tell the professor/instructor that you have a Monday 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 time-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 try and 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.**

| Course Outline Schedule | | |
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| Date: | Topic: | Readings: |
| Week 1 Jan 4, 10 | - 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 11, 10 | - Chapter 3: Segmenting and Positioning Marketing Strategy - In-Class Assignment #1 | PM – 3 |
| Week 3 Jan 18, 10 | - Chapter 4: Evaluating Market Opportunities - Discussion of Marketing Plan / Finalize Marketing Plan Groups - Chapter 5: Demographics, Consumers, and Markets | PM – 4,5 |
| Week 4 Jan 25, 10 | - Chapter 6: Consumer Behaviour - In-Class Assignment #2 | PM – 6 |
| Week 5 Feb 1, 10 | - Chapter 7: Marketing to Businesses and Organizations - Chapter 8: Improving Decisions with Marketing Information - ***Marketing Plan Proposal Due - Brief Mid-Term Review | PM – 7,8 |
| Week 6 Feb 8, 10 | *** MIDTERM Ch. 1 – Ch. 8 | * |
| Week 7 Feb 15, 10 | <u>NO CLASS – READING WEEK</u> | |
| Week 8 Feb 22, 10 | - Chapter 9: Product Planning for Goods and Services - Chapter 10: Product Management and New-Product Development - Midterm Results + Overview | PM – 9,10 |
| Week 9 Mar 1, 10 | - Chapter 11: Place – Distribution Management - Chapter 12: Retailing and Wholesaling | PM – 11,12 |
| Week 10 Mar 8, 10 | - Chapter 14: Personal Selling - In-Class Assignment #3 | PM – 14 |

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| Week 11 Mar 15, 10 | - Chapter 15: Advertising , Publicity, and Sales Promotion - In-Class Assignment #4 | PM – 15 |
| Week 12 Mar 22, 10 | - Chapter 13: Promotion – Integrated Marketing Communications - Chapter 16: Pricing Objective and Policies | PM – 13,16 |
| Week 13 Mar 29, 10 | *** Marketing Competition *** Marketing Plan Project Due | * |
| Week 14 Apr 5, 10 | - Chapter 18: Marketing Plan and Controls - Marketing Plan Presentations - Final Exam Overview - Instructor’s Evaluation - Peer Evaluation | PM – 18 |
| TBA | ***FINAL EXAM Ch. 9 – Ch.18 (Excluding Ch.17) | * |
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**** The course outline and schedule are subject to change at the discretion of the course instructor.*

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| Code of Conduct – Academic Policies and Regulations |
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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.
PDAs/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, there will be a confidential peer evaluation component at the end of the year. Details will be discussed further during the semester.

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.