



# Marketing for Management and Organizational Studies

Course Number: MOS3320a/b - Section 650 (online)

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

## Course Information

Course Name:	Marketing for Management and Organizational Studies		
Course Number:	MOS3320a/b - Section 650 (online)		
	Section	Location	Time
	650	ONLINE	

## Instructor Information

Instructor:	Kevin R. Thompson, MBA,
Office:	SSC-2231
Office Telephone:	519-661-2111. Extension 85040 [MOS Office: 519-661-2051]
e-mail:	<a href="mailto:kthomp65@uwo.ca">kthomp65@uwo.ca</a>
Course website	WEB-CT-OWL MOS3320b Section 650 <a href="http://webct.uwo.ca/">http://webct.uwo.ca/</a> (click location, log-in, click appropriate section)
Virtual* Office Hours:	I welcome the opportunity for face to face interaction using technology like Skype, WIMBA virtual class or in office. Please contact via email to discuss your specific needs.

\*available for real time chatting and email response using WEBCT, SKYPE or WIMBA virtual Class (TBA). Other times may be available by request and at the convenience of the instructor.

Office hours on campus are also available and can be acquired by appointment request only.

## Required Text (same as previous year (2009) - You must have access!!

**Textbook:** Principles of Marketing, 8<sup>th</sup> Canadian Edition (Kotler, Armstrong, Cunningham, Trifts), 2011, Pearson Canada, ISBN: 978-0-13-508457-1

**IMPORTANT RESOURCE INFORMATION PLEASE NOTE:** You will need to set up account using text insert pass.

Content Resources for Students can be downloaded from [www.pearsoned.ca/mymarketinglab](http://www.pearsoned.ca/mymarketinglab)

Please notice the book is already listed under default and there is no course code. There is a tutorial for the site called "Tools and Training". Resources include EBook which is an interactive study guide, Student PPTS (see posted on week 1 instructions), study plans including quizzes, flash cards review and concept review. Also available are audio downloads of chapter summaries, My lab on the go etc.

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## Course Description & Objectives

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### Course Description:

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

### Prerequisites: Business Administration 2257 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:

Welcome to Marketing for MOS! This course introduces the function of marketing management to the student. The focus of the course will be to convey the foundations and best practices of marketing for an enterprise, its role for society and its purpose for the consumer. The course materials, online discussions, reading assignments, video cases, and the individual case assignments 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 weekly assignments provide the student with an opportunity to apply their understanding of the class materials by both answering and asking questions, and making contributions to their own, and their classmates', knowledge of marketing. The major marketing assignment will provide an opportunity for the student to demonstrate their grasp of the materials.

## Online Materials

As this is a distance studies version of the MOS3320 course, the vast majority of your work will be conducted using WebCT (<http://webct.uwo.ca/>). You should be comfortable in using WebCT. Additional information on using WebCT can be found at the first time user website (<http://webct.uwo.ca/firsttimestudent.html>). The online materials represent one major part of the formalized materials for the course. There is also an **expectation** that the student keeps up with the assigned textbook readings and adheres to all deadlines. We will also use WIMBA virtual classrooms at specific intervals. Please note these in your timetable and your attendance is expected for these sessions unless you have another scheduled class or test. Instructions will be posted to help you set up your computers for ease of access and to confirm the dates and times.

## Course Evaluation

Grading Weights for Evaluation Components	
Mid-Term Exam	20%
Final Exam	40%
Assignment	20%
Class Participation	20%
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

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## Mid-Term & Final Exam

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There will be a mid-term test and a final exam in the course, representing 20 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, and online 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. To prepare for the exams, it is recommended that you use the [text website](#) resources.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	ONLINE Test – Case or combination short answer with X Choice.
Final Exam In class	Date/Time/Place: the time and place of the final exam is set by the Office of the Registrar

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## Assignments

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**Summary of KEY DATES/DEADLINES:**

**Week 2 = Assignment Topic Details uploaded To PROFESSOR via WebCT by end of week (SUNDAY)**

**Week 6 = Midterm**

**Week 9 = Assignment DUE by end of week (SUNDAY) UPLOADED to WebCT**

During the term there us 1 major assignment posted in the *Assignments* section in Webct. This is an individual assignment and regular academic plagiarism and academic cheating policies apply. The assignment topic you wish to pursue & details on your topic are **due by the end of Week 2** (i.e. 11:59pm, Sunday). The actual major assignment is **due by the end of week 9** (i.e., 11:59pm, Sunday). The assignment will be graded out of 100 and **no late submissions will be accepted.** Additional information for the specific assignment will be found on the course web-site.

## Class Contribution

During the term, each student will be evaluated on their contributions to the online class discussions in the *Discussions* section in WebCT. For this reason it is **STRONGLY** recommended that students keep up with the readings in a timely fashion. Each week there is a minimum of one (1) assigned question/assignment. In addition to the formal questions, students are expected to post comments that help to advance both you and your classmates understanding of marketing. All class members will be expected to actively contribute to these discussions. The material covered in these discussions may appear in any of the course assessments.

The way in which your weekly contribution is evaluated is as follows.

*These weekly grades will have a direct impact on your participation grade. You will be assessed on the basis of whether or not you submitted the assignment & whether you have contributed to the discussion boards.*

*Some of the following approaches will help you make valued contributions, although these are not the only ways: (1) initiating a thought-provoking discussion; (2) providing constructive criticism; (3) summarizing; (4) giving details in calculations; (5) advancing the logic proposed by others; (6) defending a well-articulated position in a rigorous but not stubborn manner; (7) changing discussion direction when it stagnates.*

For each of the Weekly Discussion Assignments, a grade of “Low Quality or No Submission”, “Average - Satisfactory”, or “Good - Expected” will be awarded. Points will be allocated for each week and then totalled to provide a participation grade out of 100%. *NOTE: Each point is worth 25% of the overall score. There are no marks awarded for low or 0 contributions.*

GRADE	WEEKLY QUESTION	PEER DISCUSSIONS
Not Acceptable = 0 points	The question not being completed at all or on a minimal basis which clearly is distinctive from other submissions as lacking depth of thought and in the opinion of the instructor is of no meaningful value.	No feedback or minimal contributions to the discussion board which clearly is distinctive from other submissions as lacking depth of thought and in the opinion of the instructor is of no meaningful value.
Average = 1 point	Equates to a satisfactory response - this means you have answered the question but your response was limited in (a) accuracy; (b) relevance; (c) personal contribution	Below average number of postings comparative to the average number as indicated to the instructor by Webct tracking mechanics & most importantly the level of contribution to your peers with respect to enhancing their understanding or perspective on the topic at hand as determined by the instructor.
Accomplished (Good) = 2 points	Equates to an expected response - this means you have answered the question & your response was clearly thoughtful and demonstrated a clear understanding of the content in (a) accuracy; (b) relevance; (c) personal contribution	Expected level of contribution to your peers with respect to enhancing their understanding or perspective on the topic at hand as determined by the instructor.

**Course Outline Schedule\***

<b>Date</b>	<b>Topic</b>	<b>Readings</b>
<b>Week 1</b>	<i>PART 1: MARKETING FUNDAMENTALS</i> 1. Introduction to course – Review of course syllabus 2. The Nature of Marketing/Why study Marketing? 3. Marketing: Creating/Capturing Customer Value	1
<b>Week 2</b>	1. Marketing's Role in the Firm 2. Marketing Strategy 3. Social Responsibility and Ethics 4. <b>Note: Assignment Topic &amp; Details Due via WebCT</b> 5. <b>WIMBA VIRTUAL CLASS SESSION (Time to be Determined)</b>	2, 4
<b>Week 3</b>	<i>PART 2: THE MARKETING ENVIRONMENT</i> 1. Environmental Analysis 2. Marketing Research	3, 5
<b>Week 4</b>	1. Market Segmentation, Differentiation, and Positioning 2. Consumer Behaviour (B2C)	8, 6
<b>Week 5</b>	1. Business Buying Behaviour (B2B) 2. <b>WIMBA VIRTUAL CLASS SESSION (Time to be Determined)</b>	7
<b>Week 6</b>	<b>Note: IN-CLASS or ONLINE MID-TERM EXAM Ch.'s 1,2,3,4,5,6,7,8</b>	<b>EXAM</b>
<b>Week 7</b>	1. Product and Service Planning 2. Branding	9
<b>Week 8</b>	1. New Product Development 2. Product Lifecycle 3. <b>WIMBA VIRTUAL CLASS SESSION (Time to be Determined)</b>	10, 12
<b>Week 9</b>	1. Place: Marketing Channels 2. Retailing and Wholesaling 3. <b>Note: Assignment Due via WebCT</b>	12-13
<b>Week 10</b>	1. Pricing	11
<b>Week 11</b>	1. Promotion: Integrated Marketing Communications 2. Advertising and Public Relations	14, 15
<b>Week 12</b>	1. Personal Selling and Sales Promotion 2. <b>WIMBA VIRTUAL CLASS SESSION (Time to be Determined)</b>	15-16
<b>EXAM TBD</b>	<b>Final Exam – Ch. 9, 10, 11, 12, 13, 14, 15, 16 and posted materials and discussions</b>	

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

**Marketing 3320a/b 650 Major Project Assignment: Worth 20%**

**Premise** – students must choose a core topic from this foundations course and apply their learning in a practical way by analyzing a real company from a specific marketing perspective. Students can choose any company in any industry and analyze it from **all 3 CORE MARKETING perspectives**. Of critical importance will be the students’ ability to demonstrate **integration** between ALL three perspectives in order to achieve maximum marks. Topics are due by the end of week 2 via Webct Assignments tab. Please provide your company name and details as to what industry & category of products they offer and why you have chosen this particular company for your assignment.

1. **Requirements: Individual Submission**
2. **Due Week 9 via WebCT upload.**
3. **Topic: Choose a company in any industry or category.**
4. **Length = No less than 15 pages and no more than 25 pages.**
5. **Concise is better. Remember Quality over quantity.**
6. **Format: Must be typed with cover page, report style, cite sources for research, and can be both paragraphs and bullets. Must look professional and be acceptable in most business environments.**
7. **The key questions below are guides and subject to modification and enhancement by you to thoroughly explore the company you have chosen. Your opinion, supported by research, experience and facts is sought.**

<b>Environmental Scan</b>	<p>Using an existing company or organization, conduct an environmental scan specific to this company covering the 5 core areas that affect a company.</p> <p><b>What forces affect the company the most and how are they responding to them? Do you agree/not agree with their strategy/decisions?</b></p> <p><i>Encourages you to look at how the big picture affects marketing decisions.</i></p> <p><i>Asks for decisions to be made after identifying potential issues.</i></p> <p><i>Begins the process of thinking like a marketing manager.</i></p>
<b>Segmentation</b>	<p>Conduct an analysis of the company’s’ selected target market for their products. Using the procedure for targeting and segmenting the market from the book, demonstrate how the company has segmented the market &amp; how the company positions itself to satisfy the segments needs.</p>
<b>4 P’s Analysis</b>	<p>Finally, analyze the company’s’ decisions using the 4 P’s. You must demonstrate your knowledge of the 4 Ps and be able to assess the company’s specific decisions for each of the 4 P’s. <b>Key questions – why does the company do what they do? Is there consistency between each of the 4P’s in terms of their decisions? Is their marketing mix consistent with your findings from the previous analysis topics?</b></p>

**Marking Scheme:**

**Look & Feel: worth 15 marks**

1. report style (title page, index, exec summary, mix of body style, conclusion etc)
2. Illustrative and consistent with the brand chosen.
3. Length is appropriate

**Content chosen: worth 65 marks**

1. For each topic, you must fully explain how the company approaches that topic and support it with evidence of actual decisions i.e. Priced at \$10 because of X.
2. You must demonstrate your understanding of the terms learning in the course and how they apply to the company you have chosen. Use of these terms in context is one way to accomplish this perception of understanding.
3. Integration of other marketing concepts to demonstrate an understanding of how the various elements of such topics as the marketing mix work together is key for achieving an "A" grade. This would include recognition of forces or targeting that impact the decisions made by a company, for example in the 4Ps analysis.

**Strength of Decision, Recommendations & overall Argument: worth 25 marks**

- What I am looking for here is a sense of conviction supported by analysis that clearly indicates your opinion on the direction the company has taken or the implementation of a strategy as the result of applying the concepts from the course using critical thinking. Being able to identify these concepts in actual practice shows understanding beyond terminology.

## 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.

**New Western Medical Accommodation Policy on Medical Notes:** *A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm>. Hard copies are available from the student's home Faculty Academic Counselling Service.*

**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.).*