



## MOS 2320b: Marketing Winter 2013

**Calendar Description:**

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. Video presentations, when used, 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. ( 3 lecture hours, .5 course credit)

Course Coordinator: R.Burjaw, ext 87273, room SSC 4401, [rburjaw@uwo.ca](mailto:rburjaw@uwo.ca)

**Instructors**

|   |   |   |  |
|---|---|---|--|
| Kevin Thompson<br>SSC 4309<br>85040<br><a href="mailto:kthomp65@uwo.ca">kthomp65@uwo.ca</a> | John White<br>SSC 4311<br>84927<br><a href="mailto:john.white@uwo.ca">john.white@uwo.ca</a> | Gail Leizerovici<br>SSC 4434<br>86720<br><a href="mailto:gleizero@uwo.ca">gleizero@uwo.ca</a> |  |
| Section 001   | Section 002   | Section 003   |  |
| Tuesday 3:30-6:30<br>SSC 2036   | Monday 2:30-5:30<br>SSC 2036  | Thursday 11:30-2:20<br>NCB 114  |  |
| Office hours<br><b>By Appointment</b><br>Tuesdays 1:30 – 3:00pm                             | Office hours<br>Monday 12:30-2:30&<br>5:30-7:00<br>Wed. 10:30 -12:30                        | Office hours<br>Thursday 9:30-11:30 &<br>2:30-4:00  |  |

**Pre-requisite:**

- MOS 1020A/B or both MOS 1021A/B and 1023A/B, and enrollment in the 3rd or 4th year of BMOS or Music Administrative Studies (MAS)

Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, you may 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.

**Anti-requisite:**

- Business Administration 3304K

**Textbook:** Principles of Marketing, 8<sup>th</sup> Canadian Edition (Kotler, Armstrong, Cunningham, Trifts), 2011, Pearson Canada, ISBN 10: 013312469X

**Lecture Notes:** *Class sessions will be devoted to applying and extending the material in the assigned readings. It the responsibility of each student to be prepared for each session as detailed in the course outline •*

**Course Web Site:** <http://mos.uwo.ca/courses/2320/>

- Check here for exam and group presentation information, and general course information
- Not through WebCT unless directed by your Instructor.

**Grading Scheme:**

|                       |     |   |
|-----------------------|-----|---|
| Midterm test*         | 25% | <b>Thur. Feb 28<sup>th</sup>. 5:00 pm to 7:00 pm</b><br>Sections 1-EC 2168A/B<br>Sections 2-EC 2168A/B<br>Section 3-EC 2155 |
| Marketing Plan        | 25% | <b>Due date set by your Instructor.</b>   |
| Final exam*           | 35% | Date & location to be announced by the Registrar's Office   |
| Group Presentation    | 10% | <b>Your Instructor will supply group information and Presentation dates.</b>  |
| Class Participation** | 5%  | <b>Instructor-specific</b> – e.g., peer evaluation, attendance; see the instructor for instructor-specific details          |

\* Missed exams will receive zero marks unless a legitimate excuse is provided by the student and a makeup exam is scheduled by the instructor. There are no predetermined makeup dates in this course, and the makeup exams will not be arranged prior to the original test date.

\*\* Zero marks in participation may result in zero marks for the group Presentation and the group Project, at the discretion of the Instructor.

**Exam Format:**

- Mixture of multiple choice, and short answers – further details are provided by the course instructor.
- Closed book and no crib sheet

Multiple choice questions in the exams will be graded via computer software and may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

**Presentation:**

Your Instructor will give you specific directions on how he/she would like your Presentation to follow if required.

**Project:**

Your Instructor will give you specific directions on how he/she would like your Project, (Marketing Plan) to follow.

**Accessibility:**

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may wish to contact Services for Students with Disabilities (SSD) at 661-2111 #82147 for any specific questions regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>.

**Academic Resources:** Student Development Centre (SDC) offers many useful Learning Skills Services for all students, including drop-in help hours, confidential counselling, online resources, and learning skills presentations (e.g., *preparing for and writing multiple-choice tests*). Visit SDC's Learning Skills site, [www.sdc.uwo.ca/learning](http://www.sdc.uwo.ca/learning) for more information.

**Grade point Policy:** The Dan Program has a grade policy which states that for courses in the x000 range, the class average must fall between a% and b% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or the Director. Class averages are not grounds for appeals.

**Career Resources:** Social Science Career Services can provide you with MOS-specific career and grad school information. Visit Social Science Career site, [www.ssc.uwo.ca/careers](http://www.ssc.uwo.ca/careers) for more information.

**Academic Offences:** Scholastic offences (e.g., plagiarism) are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at [www.uwo.ca/univsec/handbook/appeals/scholoff.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf)

**Weekly Schedule:** guideline only - see individual instructor outlines; subject to change at the discretion of the instructor

| <b>Week Beginning</b> | <b>Lecture Topic – CMA Requirement<br/>(the order of topics follows the lecture notes)</b>   | <b>Readings/Event</b>   |
|-----------------------|--|---|
| Jan. 7                | <i>PART 1: MARKETING FUNDAMENTALS</i><br>1. Introduction to course – Review of course syllabus<br>2. Discussion of Marketing paper (Group Project)/Groups Assigned<br>3. The Nature of Marketing/Why study Marketing?<br>4. Marketing: Creating/Capturing Customer | Sept. 6: First day of classes<br>Chapter 1                                |
| Jan. 14               | 1. Marketing's Role in the Firm<br>2. Marketing Strategy<br>3. Social Responsibility and Ethics  | Chapters 2 and 4.   |
| Jan. 21               | <i>PART 2: THE MARKETING ENVIRONMENT</i><br>1. Environmental Analysis<br>2. Marketing Research   | Chapters 3 and 5  |
| Jan. 28               | 1. Market Segmentation, Differentiation, and Positioning   | Chapter 8   |
| Feb. 4                | 1. Consumer Buying Behaviour (B2C)   | Chapter 6   |
| Feb. 11               | 1. Business Buying Behaviour (B2B)   | Chapter 7<br>Last day to drop<br>MOS 2320b                                |
| Feb. 18               | Reading week   |   |
| Feb. 25               | 1. Product and Service Planning Branding<br>2. New Product Development<br>3. Product Lifecycle<br><b>MID-TERM EXAM – Ch.'s 1,2,3,4,5,6,7,8 and in-class materials/discussions Thursday, Feb 28<sup>th</sup> from</b>   | 1. Product and Service Planning Branding<br>2. Chapter 9<br>3. Chapter 10 |

|         | <b>5:00 pm to 7:00pm.</b>  |                          |
|---------|--|--------------------------|
| Mar. 4  | <ol style="list-style-type: none"> <li>1. Place: Marketing Channels</li> <li>2. Retailing and Wholesaling</li> </ol>                             | Chapter 12 and 13        |
| Mar. 11 | <ol style="list-style-type: none"> <li>1. Pricing</li> </ol>   | Chapter 11               |
| Mar. 18 | <ol style="list-style-type: none"> <li>1. Advertising and Public Relations</li> <li>2. Promotion: Integrated Marketing Communications</li> </ol> | Chapter 14 and 15        |
| Mar. 25 | <ol style="list-style-type: none"> <li>1. Direct and ONLINE marketing</li> </ol>   | Chapter 17               |
| Apr.1   | <ol style="list-style-type: none"> <li>1. Competitive advantage discussion</li> </ol>  | Chapter 18               |
| Apr. 8  | <ol style="list-style-type: none"> <li>1. Wrap up</li> </ol>   | April 11: End of classes |

**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 Counseling 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 Counseling 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 Counseling 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 Counseling 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 Counselors 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 Counseling Office. Once your documentation has been assessed, the academic counselor 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.