



## Marketing for Management and Organizational Studies

Course Number: MOS 2320 A – Section 650

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

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### Course Information

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Course Name:	Marketing for Management and Organizational Studies
Course Number:	2320A (Summer 2015)
Section, Class	Section 650
Location, Time:	On-line
Course Coordinator	

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### Instructor Information

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Instructor:	Ricardo Reyes <i>Lecturer, MOS Program</i>
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e-mail:	<a href="mailto:rreyes8@uwo.ca">rreyes8@uwo.ca</a>
Course website	SAKAI-OWL MOS2320-A Section 650 (Ricardo Reyes) <a href="http://owl.uwo.ca/">http://owl.uwo.ca/</a> (click location, log-in, click appropriate section)
Office Hours:	<i>By appointment (via email: rreyes8@uwo.ca)</i>

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## Required Text

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Marketing, 2nd Canadian Edition (Grewal, Levy, Persaud, Lichti), 2011, McGraw-Hill Ryerson Ltd. ISBN-10: 0071320385 | ISBN-13: 978-0071320382

\*The McGraw website lists these as: ISBN-10 0-07-038548-3 | ISBN-13 978-0-07-038548-1, the bookstore should have the first one, although both are the same text.

The following information is in addition to the general MOS 2320 course outline available on the MOS website.

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### Group Project: Creating a Marketing Plan (groups of 5 members)

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The objective of the term project (worth 25 % of your total grade for this course) is to provide you with experience in applying the concepts and methods of marketing to a real-world marketing opportunity, in the form of a marketing plan. According to the text, a 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 project is to be done in teams (5 members). Following a thorough analysis of the marketing situation, each team will create a marketing plan for one of the following options:

Option 1 (*Existing organization option*): Create a comprehensive, real life marketing plan for an existing company/organization (this can include a not-for-profit organization). This could be a marketing plan for a whole new product or service, or a significant revision to an existing plan. Please check with me before approaching an existing organization. The idea here, is you would be working with an existing business to create a real life plan which could actually be implemented by the company. An example would be a local restaurant or retailer - not Procter & Gamble.

Option 2 (*Entrepreneurial option*): Develop a new product or service in an existing product/service category. Please note that existing brand names cannot be used. This option will also require you to make a reasonable financial justification of the viability of the product.

Option 3 (*Market 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.

**Groups:** I will arbitrarily assign students to groups. The groups will be formed by the end of week 3 and an email will be sent to each student confirming names and email addresses of peers. You will be responsible to contact your peers and get all set to start work on your project

Project Deadlines: There are three deadlines, so please mark them down in your agendas.

1. Each team will email me a **1-PAGE REPORT** (consisting of a description of, and rationale for choosing the product/service) by the end of week 4 (**Deadline: May 29<sup>th</sup> 2015**), in order to obtain my approval and feedback. The more information that you provide, the more feedback I can offer. During the course of the semester, you are encouraged to contact me *at least* once for advice. NOTE: No proposals will be approved after May 29th, resulting in a grade of "0" being assigned to this portion of the course.
2. The **COMPLETE PROJECT** is due at the end of Week 11 **Deadline: Midnight July 17<sup>th</sup>, 2015**. Each group must hand in one (1) paper copy to my office *and* 1 electronic copy must be submitted to Turnitin via Owl (check the assignment section on Owl for the Turnitin link). Choose one member of the group to submit the electronic copy. There are no exceptions to this requirement, and no late submissions will be accepted.

### 3. Peer evaluations are also due on this day (July 17th 2015 ) before midnight.

Evaluation: In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. All team members should participate equally; you will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members, with a peer-evaluation. Note that this feedback will be incorporated in assigning the grade for each student in the group. In other words, the grade assigned to the group as a whole may be adjusted downwards for any team member(s) deemed by their fellow group members as making an insufficient contribution.

#### Special Instructions:

1. The Marketing Plan should represent a professional effort, in content, structure, and presentation. A good way to think about this project is to imagine that your team will actually be implementing this plan for real; alternatively you might imagine that your team has been hired as consultants, in order to develop a marketing plan (Consider this to be a real world assignment...the report will be scored in large part on the professor's perception of the usefulness and acceptability of the report to a real client).
2. Include a cover page, and ensure that each team member's name and student ID are on the handed-in project. Each team must hand in one (1) paper copy of the project, along with an electronic copy submitted to Turnitin. Only one team member should submit via Turnitin.
3. You are encouraged to refer to the handouts distributed in class (and/or posted on the course website) as well as materials in the text, for hints on analytical methods and formatting.
4. You are expected to do outside secondary research for this project. This would include, for example, finding and analyzing demographic information that is related to the size/location of the target markets for this product or service, information on the competition, distribution channels, promotional options and costs, etc. This may also include relevant academic and/or trade journal sources. You must provide proper citations for all sources.
5. Assume current (2015) dollars throughout. Clearly state the rationale (and/or source) behind any other assumptions that you may make. Cite all sources of information (i.e., provide references): ALL facts in the report must be substantiated except those that are obviously common knowledge. Use footnotes/endnotes where necessary, and include a bibliography. Ensure that all material included is relevant and appropriate for the situation at hand.
6. Total length of the project (not including appendices, exhibits, references, and cover page) is not to exceed 20 typed, double-spaced pages (note that 'bulleted items' do not require double spacing). Use Arial, Helvetica or Times New Roman non-condensed size-12 fonts, with 1-inch margins.

#### Detailed Outline and Format for the Marketing Plan:

- (*in order*) Table of Contents (1 page). The executive summary, which precedes the table of contents, presents
- Introduction / Summary (approximately 2 pages). Start with a brief summary of the company's situation, the main goals and recommendations of the plan for management review. This should lead into an introduction that explains the nature, focus, and objectives of the report to the reader. In addition, if following the market development or existing company option, you should include a brief description of the company and product/service that you are focusing on (e.g., history/background, mission statement, major products/divisions, etc.). With respect to the 'new' product or service, state the main marketing objectives that your team would like to attain during the term of the marketing plan, and mention any key issues (i.e., major constraints) that will affect their attainment. Irrespective of the option chosen, you must concisely make a compelling case for proposing this marketing opportunity.
- Analysis of the Marketing Situation (approximately 8 pages, *excluding* any associated appendices). The use of point-form is appropriate here, so long as each point listed is clearly phrased *and* interpreted. Please use appropriate subheadings to organize your assessment of the following:

- *Relevant factors and trends* of the demographic environment, cultural and social environment, the economic environment, the technological environment, the political and legal environment (if applicable), natural and ecological environments (if applicable), etc.
  - *Competitor analysis*, such as defining direct and indirect competitors, what is the likelihood of new competition, what is the intensity of competition, what are specific competitors' advantages and disadvantages, competitive barriers that need to be overcome, areas of potential competitive advantage, etc.
  - *Customer analysis* (organizational and/or final consumer), including evaluating possible segmenting dimensions (customer needs, consumer behaviours, and other characteristics that form the bases for segmentation), identifying and profiling possible target market(s) as relating to the specific product-category under consideration (operational characteristics, potential size, and likely growth).
  - *Company analysis*, including company objectives and overall marketing activities, company resources (e.g., management skills and competencies, finances, human resources, and other resources, etc.).
  - *SWOT analyses*: identification of the major strengths, weaknesses, opportunities, and threats (based on the above analyses of company resources, customers, competitors, and other aspects of the external marketing environment).
- **Strategy and Recommendations** (approximately 6 pages, excluding any associated appendices). On the basis of your situational analysis, generate a marketing strategy (give your strategy a descriptive label). This should include the following components (of the three below subsections, please note that the marketing strategy is the most important):
    - *Marketing Strategy*. Clearly state the marketing objectives of your strategy, the generic and narrow product-market(s) that you will be targeting (include a profile of your intended target market[s]), positioning statement, and most importantly, the marketing mix(es) of your strategy. In crafting your marketing mix(es), provide a detailed description and (if necessary, justification) for each element (point form is OK here):
      - Product (decisions about everything the target group receives)
      - Price (decisions about everything the target group gives up to receive it)
      - Place (decisions about everything that is done to get the product to the target group)
      - Promotion (decisions about everything that is done to communicate the other three elements to the target group)
    - *Financial Assessment and Budget*. Estimate the market potential for your product/service, in the short-, and medium-terms. What is the impact on the 'bottom line' of your strategy? That is, briefly discuss key figures, including projected revenues, expenses, profits (losses), breakeven analysis, market share, etc. Show details and calculations in the appendix section but extract and discuss key figures in the main part of your project. You may also want to assess trends and/or make forecasts over the long-term.
    - *Pros and Cons*. Briefly outline the qualities and shortcomings of your proposed strategy (for example, on the basis of such aspects as impact on the bottom-line, match to core competencies of the firm, viability [given resources, skills, etc.], potential competitors' responses, etc.).
  - **Implementation and Control** (approximately 3 pages). Implementation consists of your action plan—it spells out, according to a detailed time frame, how the marketing strategy will be launched into the marketplace (i.e., what has to be done, when, how, how much, who is responsible for doing it, additional resources required, obstacles to overcome, etc.). Are there any special implementation problems that need to be overcome? Finally, briefly outline the controls that will be used to monitor progress of the strategy and allow management to review and/or readjust the strategy. You can combine this section with the above "Strategy & Recommendations" if you prefer.

- Appendices. Put all supporting calculations, graphs, tables and charts, in this section. It is critical that you extract and discuss key findings from your calculations into the main body of your project. Similarly, in the main body of your project, clearly direct the reader towards the supporting calculations, where appropriate. There is no page limit on the number of Appendices, but they must all be relevant to the marketing plan.
- References. List all sources of information.

Group Project Peer Evaluation: Working collaboratively in groups is a very important part of the business world in general. The experience of doing this to complete the group project is as valuable as the project itself. It's important that all group members participate equally in this assignment.

Prior to midnight on July 17<sup>th</sup>, you need to e-mail me a peer evaluation for the group members (rreyes8@uwo.ca).

Send me an email with a list of the group member names including yourself. Assign each person in the group a mark between zero and ten according to the allocation of the project work. For example, if all members participated equally, give everyone a ten. In the extreme case where a group member did not participate at all, give that person a zero.

If there are large discrepancies indicating there were issues relating to one or more group members not pulling their weight or participating at all, I may pursue this further. Ideally you will be able to provide e-mails and other correspondence showing that there were efforts to include all group members in the completion of the project.

Lack of participation by one or more group members will not affect the final mark of the project itself, but it may lead to less than full marks being awarded to the group member(s) who have not participated fully. If your evaluation is between 5/10 to 7/10, your grade on the project may be reduced by 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your grade on the project may be reduced by 20%.

In the case where a group member has literally not participated at all (zero), that group member will receive a grade of zero on the project.

If you are having potential issues relating to group participation with one or more group members, you must notify me by email by Week 8.

If you do not submit a peer evaluation, your grade on the Group Marketing Plan Project will be reduced by 10%.

### **Discussion Board and assigned questions**

During the term, each student will be evaluated on their contributions to the online class in the *Discussions* section in OWL. For this reason it is **STRONGLY** recommended that students keep up with the readings in a timely fashion.

There will be **5 assignments** posted in OWL and you will submit a two page report with your answers. Use OWL/assignments to submit them as feedback and grades will be posted to your personal record.

In order to obtain a good mark, you need to add some insights and even personal experience to your paper! Repeating what the text says will not earn you any marks.

In addition to the formal assignments, students are expected to post comments that help to advance both your 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. Please contribute to the discussion board **early** in the week and especially complete your assignment as early as possible in the week to foster maximum opportunity for discussion.

The way in which your discussion board contribution is evaluated is as follows.

*These 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. The week's contribution earns a score and is assigned and accumulated throughout the term.*

*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 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	Paper	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 = 25 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	Lower number & or quality of postings comparative to the average number and quality 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) = 50 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.

In total, the 5 assignments and participation **are worth 15%** of your final grade in this course. Reports must be submitted using OWL by midnight on the Friday of the week the assignment was

posted. Board participation will close at the same time and any additional comment after the deadline will not be considered for marks.

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## Grading

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

Grading Weights for Evaluation Components	
Mid-Term Exam	25%
Final Exam	35%
Marketing Plan Group Project	25%
Reports / Discussion	15%
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

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) extraordinary circumstances.

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## DAN Program Grade Policy

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The Dan Program has a grade policy which states that for courses in the 1000-2000 range, the class average must fall between 65% and 70% 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.

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**Course Outline Schedule**


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<b>Date</b>	<b>Topic</b>	<b>Readings</b>
<b>Week 1</b> May 4 <sup>th</sup>	MARKETING FUNDAMENTALS 1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper (Group Project) 3. The Nature of Marketing/Why study Marketing?	Chapter 1
<b>Week 2</b> May 11 <sup>th</sup>	1. Social Responsibility and Ethics (see Sakai for add. material) 2. Marketing Strategy	Chapter 2
<b>Week 3</b> May 18 <sup>th</sup>	THE MARKETING ENVIRONMENT 1. Analyzing the Marketing Environment 2. Marketing Research	Chapters 3, 4
<b>Week 4</b> May 25 <sup>th</sup>	1. Market Segmentation, Targeting and Positioning 2. Consumer Buying Behaviour (C2B) <u>Note: 1-pg. summary of marketing plan due end of this week</u>	Chapters 7, 5
<b>Week 5</b> Jun 1 <sup>st</sup>	1. Business Buying Behaviour (B2B)	Chapters 6
<b>Week 6</b> Jun 8 <sup>th</sup>	1. Global Perspectives	Chapter 16
<b>Week 7</b> Jun 15 <sup>th</sup>	MID-TERM EXAM Ch.'s 1, 2, 3, 4, 5, 6, 7, 16 and in-class materials/discussions	<b>Exam on Saturday June 20<sup>th</sup> at 2 pm</b>
<b>Week 7</b> Jun 15 <sup>th</sup>	ELEMENTS OF THE MARKETING MIX 1. New Product Development 2. Product, Branding, Packaging	Chapters 8 and 9
<b>Week 8</b> Jun 22 <sup>nd</sup>	1. Product: Services 2. Pricing	Chapter 10 Chapter 11
<b>Week 9</b> Jun 29 <sup>th</sup>	1. Place: Distribution and Retail	Ch 12 and 13
<b>Week 10</b> Jul 6 <sup>th</sup>	1. Integrated Marketing Communication	Chapter 14
<b>Week 11</b> Jul 13 <sup>th</sup>	1. Advertising and Sales Promotions  Note: Group Project Marketing Plan due at the end of the week	Chapter 15
<b>Week 12</b> Jul 20 <sup>th</sup>	1. Direct Marketing, PR, Online (see Sakai for add. Material)	
<b>Week 13</b> July 27-30 <sup>th</sup>	Final Exam – Ch. 8, 9, 10, 11, 12, 13, 14, 15 and in class materials/discussions	TBA

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