

## MANAGEMENT AND ORGANIZATIONAL STUDIES 2320A MARKETING

### 1.0 BASIC COURSE INFORMATION

#### CONTACT INFORMATION

Hannah Standing Rasmussen

Office: Room

Office Hours: Monday 12:30pm – 1:30pm or by appointment

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Web: owl.uwo.ca

#### CLASS INFORMATION

Monday 2:30-5:30 p.m.

Room: BR-185

### 2.0 COURSE DESCRIPTION

MOS 2320 is an introductory course providing an overview of the marketing concept used as a framework for analyzing marketing situations and as a basis for general management situations.

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. Case discussions, when used, will further expose the student to a variety of contemporary marketing dilemmas faced by real-life organizations, while the group term project will foster teamwork, enhance the realism of the learning experience, and sharpen decision-making skills. ( 3 lecture hours, .5 course credit).

### 3.0 COURSE LEARNING OBJECTIVES

At the end of this course students will be able to:

- 1) Model the expectations of an employer
- 2) Demonstrate effective written and oral communication skills
- 3) Demonstrate effective team work skills

- 4) Understand the marketing concept, including:
  - a) Marketing strategy
  - b) Social responsibility & global marketing
  - c) Consumer behaviour, segmentation and targeting
  - d) Products and services
  - e) Marketing mix
  
- 5) Apply the marketing concept in real business situations

#### 4.0 DESCRIPTION OF CLASS METHODS

Course activities include: Guest speakers, lectures, presentations and exercises. Class attendance is essential

#### 5.0 TEXTBOOKS AND OTHER REQUIRED RESOURCES

Marketing, 2nd Canadian Edition (Grewal, Levy, Persaud, Lichti), 2012, McGraw -Hill Ryerson, ISBN 13: 978-007038548.

#### 6.0 METHOD OF EVALUATION/ASSESSMENT

Group Marketing plan	Monday November 24 <sup>th</sup> , 2014	25%
Group Presentation	Monday November 17 <sup>th</sup> , 2014	10%
Class participation	Throughout term	10%
Mid-term exam	Monday October 6 <sup>th</sup> , 2014	25%
Final exam	During exam period Dec.	30%
		100%

All components of evaluation must be completed for students to be eligible for a passing grade in the course. There will be no re-weighting of components within the course.

Missed exams will receive zero marks unless a legitimate excuse is provided by the student and approved by Brescia 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.

## 7.0 SCHEDULE OF CLASSES

### **Monday September 8<sup>th</sup>, 2014**

1. Introduction to course – Review of course syllabus
2. Discussion of Marketing paper (Group Project)
3. The Nature of Marketing/Why study Marketing?

Read: Chapter 1

Case – Lego and marketing

### **Monday September 15<sup>th</sup>, 2014**

1. Social Responsibility & Ethics
2. Marketing Strategy

Read: Chapter 2

### **Monday September 22<sup>nd</sup>, 2014**

1. Analyzing the Marketing Environment
2. Marketing Research

Read: Chapter 3, 4

Class activity – developing surveys

### **Monday September 29<sup>th</sup>, 2014**

1. Market Segmentation, Targeting and Positioning
2. Consumer Buying Behaviour (C2B)

Read: Chapter 7, 5

### **Monday October 6<sup>th</sup>, 2014**

Mid-term exam – in class  
Covering: Chapters 1-5, 7

### **Monday October 13<sup>th</sup>, 2014**

Thanksgiving Holiday. No class.

**Monday October 20<sup>th</sup>, 2014**

1. Business Buying Behaviour (B2B)
2. Global Perspectives

Read: Chapter 6, 16

**Monday October 27<sup>th</sup>, 2014**

1. New Product Development
2. Product, Branding, Packaging

**Read:** Chapters 8, 9

**Monday November 3<sup>rd</sup>, 2014**

1. Product: Services
2. Pricing
3. Place: Distribution
4. Place: Retail

**Read:** Chapters 10, 11, 12, 13

**Monday November 10<sup>th</sup>, 2014**

1. Advertising and Sales Promotions
2. Integrated Marketing Communication
3. Direct Marketing, PR, Online

**Read:** Chapter 14, (see OWL for add. material), Chapter 15

**Monday November 17<sup>th</sup>, 2014**

Group Presentations

**Monday November 24<sup>th</sup>, 2014**

Final exam review/course wrap up

**ADDITIONAL RESOURCES****Marketing**

- *All Marketers Are Liars* by Seth Godin
- *Permission Marketing* by Seth Godin
- *The 22 Immutable Laws of Marketing* by Al Ries & Jack Trout
- *Getting Everything You Can Out of All You've Got* by Jay Abraham

**Sales**

- *The Ultimate Sales Machine* by Chet Holmes

- *Value-Based Fees* by Alan Weiss
  - *SPIN Selling* by Neil Rackham
  - *The Sales Bible* by Jeffrey Gitomer
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- **Seth Godin's Blog:** <http://sethgodin.typepad.com/>. Free marketing tips from our generation's top marketing expert.
  - **Terry O'Reilly's Blog:** <http://www.terryoreilly.ca/> Hosts *The Age of Persuasion* on CBC Radio (which is a 'must listen'). More terrific tips with a focus on advertising. Also has a recommended book list, which includes *Position: The Battle for Your Mind* by Al Ries & Jack Trout.
  - **Jeffrey Gitomer's YouTube Channel:** <http://www.youtube.com/user/BuyGitomer#p/a> . More sales than marketing, but a wealth of good advice. His books are useful as well.
  - **SEOMoz.org's blog:** <http://www.seomoz.org/blog> SEOMoz is a search engine optimization consulting firm. Their blog is probably the best place to go for 21<sup>st</sup> century marketing tips and tactics.
  - **MarketingProfs:** <http://www.marketingprofs.com/>. Another terrific blog. Posts are sorted by topic – a great place to go if you want information on a particular marketing topic (e.g. 'Brand Awareness' or 'Logos').
  - **Signal vs. Noise:** <http://37signals.com/svn/> A blog on design and usability
  - **More books:**
    - *Made to Stick* by Chip Heath and Dan Heath
    - *22 Immutable Laws of Branding* by Al Ries and Laura Ries
    - *REWORK* by Jason Fried & David Heinemeier Hansson
    - *The 4-Hour Workweek* by Timothy Ferriss
    - *Good to Great* by Jim Collins
    - *Blink* by Malcolm Gladwell
    - *Guerrilla Marketing* by Jay Conrad Levinson
    - *Book Yourself Solid* by Michael Port

## ACADEMIC POLICIES

### Attendance

Attendance at all sessions in this course is expected; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend a class due to health-related reasons, you are expected to advise your instructor in advance. Under University regulations, your instructor can determine at what point absenteeism has become excessive and thus can prevent you from passing the course. The course will adhere to the following ruling as stated in the Academic Calendar:

“Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean, the student will be debarred from taking the regular examination in the course.”

### Prerequisites

The prerequisite for MOS 2320 Business Administration 1220E or MOS 1021A/B and MOS 1023A/B and enrolment in BMOS.

Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course or written special permission from the Dean to enrol in this course, 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.

## CLASS ETIQUETTE

### Student Use of Technology in Class

Talking privately with classmates or using your computer during class for personal activities such as reading/writing email, surfing the Web, or playing games is distracting for others, is not conducive to your own learning, and is disrespectful to the instructor. In addition, cell phones ringing during class will not be tolerated: please ensure your phones are turned OFF prior to entering the classroom and placed inside a bag (not on desk or in your pocket). **Texting in class will result in an immediate “0” in contribution for that class.** I welcome the use of laptops in the classroom as long as they are used for class related purposes, such as research, participation in class exercises and the like.

Recent research has shown that laptop use in class for non-education related purposes, such as checking email, IMing, using Facebook or other social networking websites, to view movies, listening to music or surf unrelated websites is negatively related to academic performance. **That is, grades decline when you use laptops in the classroom for non-educational tasks.** Additionally, students find other students use of laptops in the classroom the number one source of interference with their ability to learn. (Fried, 2008) As a result, if I find a student using a laptop for **non-class related activities**, I will ask them to close the laptop for the remainder of the class or until a class exercise requires the use of the laptop. Research also shows that texting

substantially reduces academic performance. Researchers asked half the students in an accounting class to text their professor three times, while the other half were requested to refrain from texting. Students were then tested at the end of the lecture on the contents of the lecture. *The students who texted scored 16% points lower than those who did not text.* (Ellis, Daniels & Jauregui, 2010). As a result, if I find a student texting I will ask them to put their cell phone away. Texting in class may result in a “0” on class participation for that class.

### **A Note Regarding Email**

Email is a useful tool for sharing news, setting up meetings or for a simple assignment clarification, but for more complex questions, a face to face meeting is best. Please make an appointment to discuss any personal, academic, group work or controversial issues in person, especially any concerns that you might have about your grades. I will check email regularly Monday through Friday during office hours; you can expect a response within 24 hours during the work week. Over weekends and holidays, I will not be checking email, so plan accordingly.

### **Appointments**

If you wish to meet with your instructor it is recommended that see your instructor during the designated weekly office hours or that you make an appointment. Appointments can be arranged by approaching your instructor after class or by sending an email to set up a mutually convenient time. Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

### **Privacy**

In order to respect privacy laws, and the privacy of individual students, all grades will be distributed on WebCT only. If a student wishes to discuss a grade, or review a test or paper, she must make an appointment with the professor to do so in person. In order to respect the privacy of each student, the professor may only discuss grades with the student in question. Please do not share or compare your grades. The professor cannot share information about another student's grades, so discussions comparing grades between students will not be entertained.

## **BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS**

### **1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES**

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim.

All such requests for academic accommodation must be made through an Academic Advisor and include supporting documentation. Academic accommodation on medical grounds will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is required if a student is seeking academic

accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm> . If it is not possible to have an SMC completed by the attending physician/nurse practitioner, the student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student “was seen for a medical reason” or “was ill” is not adequate to support a request for academic accommodation. All documentation is to be submitted to an Academic Advisor.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full statement of University policy regarding extensions of deadlines or makeup exams can be found at <http://www.westerncalendar.uwo.ca/2014/pg117.html>

## 2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis.

Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, [www.registrar.uwo.ca](http://www.registrar.uwo.ca), for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

## 3. ABSENCES

**Short Absences:** If you miss a class due to a minor illness or other problems, check your course outline 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. Contact the course instructor if you have any questions.

**Extended Absences:** If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

#### 4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf). Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

##### Plagiarism:

Students must write their 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).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking 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.

##### Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

#### 5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after

receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor.

Students are advised to consult the section on Academic Rights and Responsibilities in the Western Academic Calendar.

## 6. PREREQUISITES AND ANTIREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the 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.

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

## 7. SUPPORT SERVICES

The Brescia University College Registrar's website, with a link to Academic Advisors, is at [http://www.brescia.uwo.ca/academics/registrar\\_services/index.html](http://www.brescia.uwo.ca/academics/registrar_services/index.html) . The Western Registrar's website is at <http://www.registrar.uwo.ca/index.cfm> . The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/> . Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.