
**MOS 3320A (Section 551) Marketing for Management & Organizational Studies
Course Outline: Fall 2021**

1. Basic Course Information:

Scheduled Class Location and Time: Fridays 10:30am - 1:30pm HC-V210

Contact Information:

Instructor: [Matthew Maxwell-Smith](#), PhD

Office: A120.

Office Hours: virtual office hours only on Fridays 9-10am

Phone: n/a; e-mail is the best way to contact me.

Email: mmaxweluwo@gmail.com

Website Address: <http://owl.uwo.ca/portal>

2. Course Description

2.1. Calendar Description

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

Prerequisite(s): Business Administration 2257, or MOS 2227A/B and MOS 2228A/B and enrollment in BMOS.

Antirequisite(s): MOS 2320A/B.

2.2. Senate Regulations

Senate Regulations state, "*Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course, and you do not have written special permission from your Dean to enroll 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.*"

3. Course Objectives

The general goal of this course is to provide you with a broad overview of the principles of marketing management and an understanding of how marketing strategy contributes to firm success. Consistent

with the larger mission at Huron to develop leaders with heart, our study of marketing fundamentals focuses on the triple-bottom line: **people** (understanding consumer needs and desires), **profits** (forging profitable relationships that are long-term and sustainable) and **planet** (recognizing and planning for social and environmental responsibility).

Marketing plays an important role in the success of a firm. Irrespective of whether you hope to work in marketing or another unrelated function within the firm it is vital that you possess an understanding of the essentials. We will cover a number of core marketing topics including but not limited to the marketing planning process, consumer behaviour, market research and analysis, advertising and promotion, product and pricing strategies, and channel management and distribution. We will also cover pressing topics such as socially responsible marketing and big data.

3.1. Learning Outcomes

By the end of this course, students should be able to:

1. Identify and evaluate the core concepts, principles, and theories related to marketing strategy, socially responsible marketing, consumer behaviour, segmentation and targeting, products and services, the marketing mix, and marketing planning;
2. Apply concepts, principles, and theories to solve realistic marketing problems and to make sound marketing decisions;
3. Demonstrate effective written and oral communication skills in explaining the marketing planning process and apply this process to a specific business case through teamwork.

4. Course Plan and Format

Note: The remaining Sections 4-7 are tentatively planned. Course format and scheduling is expected to remain as-is but there may be some incremental changes confirmed in September.

This course is primarily taught through synchronous, in-person lectures. Attendance and participation is essential, and students are expected to attend all classes. Students should come to class having read the work scheduled for that day and should be prepared to participate in any class discussions. On-campus students are required to collect notes from their peers for any missed lectures.

Some accommodations will be available for international students who are prevented from arriving by the beginning of the fall term and have properly registered their needs with their Academic Advisor. These students are still encouraged to attend lectures through a live feed via Zoom; however, a recording of in-class lectures will be made available for only one business day after the scheduled date of these lectures. This is a *temporary* accommodation driven by the pandemic and some students' unique circumstances. As stated by the Huron administration, these accommodations will be discontinued once all students in our class are on-campus and cannot be accessed by other on-campus students who have missed class.

In line with Huron's COVID-19 on-campus safety requirements, students are required to observe the following protocols:

- Wearing masks or approved protective face coverings at all times;
- Physically-distanced seating in the classroom;
- Ask any questions to your instructor from your seat—never approach your instructor within 2 meters;

- Do not attend class if you exhibit any COVID-19 symptoms as instructed by the Screening Questionnaire. Get notes from your peers for any missed classes.

Remember that office hours are exclusively online (see our OWL site for the Zoom link). I encourage students to use Zoom for team meetings.

Note that because of the COVID-19 pandemic, we may be required to deliver some content online in an ASYNCHRONOUS delivery style. This will happen only if there are any such directives set by the administration at Huron and Western. Otherwise, all class activities will be delivered in-person as planned.

Beyond the lectures, students will also be required to participate in a group project, described in detail below. Groups will be formed during the second week of classes.

© Instructor generated course materials (e.g., lecture videos, notes, summaries, exam questions, etc.) are protected by law and may not be copied or distributed in any form or in any medium without explicit permission of the instructor. Note that infringements of copyright can be subject to follow up by the University under the Code of Student Conduct and Disciplinary Procedures.

4.1. Student Time and Technology Expectations

To succeed in this course, it is very important to consistently stay up-to-date and current with your modules. You should plan on spending between 8 and 10 hours each week on this course. The bulk of your weekly workload will consist of reading the textbook and attending lectures. However, you should also be devoting time each week to working with your groups to complete your term project.

This course will require the following technological capabilities throughout the term:

- Stable high-speed internet connection
- Microphone
- A quiet space to take part in synchronous learning (i.e., videoconferencing meetings)
- Webcam is strongly recommended

Virtual office hours and live, videoconferencing discussions will be accessible via Zoom, a videoconferencing application that is supported by Western. **Each student is expected to download the Zoom application onto their computers or phones** (download from this web site: <https://zoom.us/support/download>). For security and privacy reasons, students are required to access zoom videoconferencing sessions via their UWO logins (login access from this web site: <https://westernuniversity.zoom.us/>).

5. Textbook

Grewal, D., Levy, M., & Lichti, S. (2021). *Marketing, 5th Canadian Edition*. McGraw-Hill Ryerson Ltd.

Through the BookStore website you can order a hardcopy that will be shipped to your home, a digital E-Text version of the textbook, or an option that provides access to both. If you are only interested in

the hardcopy, you do not need to buy additional online access, but you will be expected to have access to the textbook for the start of the term, in any case.

Some additional readings may also be assigned by your instructor, see Section 7 for details.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to view lecture videos as they appear for each module. Please note that the instructor will not be providing copies of lectures notes or overheads under ANY circumstances. Therefore, if you miss access to a lecture, you should obtain notes for this material from another student.

6. Evaluation

Student evaluation will be measured as follows:

Evaluation Component	% of final grade	Date
Midterm	25	See Section 7. Course schedule
Final exam	35	F2021 Final exam period (Dec 10-21)
Term Project: Written Marketing Plan	25	March 26
Term Project: Video Pitch of Marketing Plan	15	April 2
Bonus: Participation	Up to 2 additional marks	See Section 7. Course schedule
	100	

6.1. Exams

Students must complete 2 exams. Exams will be 2-3 hours in length and will consist of multiple choice questions. The exams are not cumulative. Please see Section 7.0 of this outline for the schedule and the list of topics and readings covered on each exam.

Exam questions will be based on information from both the textbook and weekly lectures. Because a significant number of exam questions will come from material that is covered only during lectures, attendance is important for obtaining a good grade in this course.

All exams will be closed book -- no books, notes, cell phones, dictionaries, or aids of any type will be allowed. Please bring a couple of pencils, a good eraser, a watch, and your student identification to the examinations.

Exam 1 will be written during class time. The final exam will be scheduled by the Registrar's office during the December exam period. Unless of emergency, **do not make travel arrangements before learning when the registrar has scheduled our final exam date** (see section 8.0 below regarding Make-up Exams and Absences).

It is recommended that you do not bring items such as laptops, backpacks, textbooks, notes, etc. with you to the examinations. At the beginning of every examination you may be asked to place all such items in a common area in the exam room and neither the instructor nor Huron can be responsible for the theft, damage, or loss of such items.

If you are a student who writes with Accessible Education and Accommodated Exams, or an international off-campus student, please e-mail me as soon as you can, or well before our first exam is administered.

If you miss an exam, you must obtain documentation from an academic counsellor that supports your reason for accommodation, otherwise you will automatically receive a zero for that missed exam.

Forgetting, unstable internet connections (see Section 4.1), or having multiple course commitments in the current week cannot be accepted as reasons for missing an exam.

6.2. Term Project

This project involves having student teams develop an integrated marketing plan, which you will build throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, marketing communications manager, or other relevant stakeholders complete when developing a comprehensive marketing plan. The project is to be done in teams (4-6 members). Teams will do a thorough analysis of the marketing situation and create a marketing plan. Details of your client will be revealed in early September; more specific grading rubrics will be made available later in the term.

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

1. Teams will be formed by your instructor on Week 2, upon which you will want to meet with your team as soon as possible! The first team task is to create a team memo that contains your original team name, logo, scheduling details on regular meeting times and key deliverables/events in the term and a short paragraph describing how you plan to research and complete your marketing plan. **The TEAM MEMO is due by 10:30am on Week 3 (Sept 24).** I will provide feedback on your project ideas in Week 4. Note: **Your team cannot begin or submit any other project components before completing this important stage and receiving approval from me to proceed.**
2. The **WRITTEN MARKETING PLAN is due by 5pm during Week 11 on Friday Nov 26 at 5pm.** Your paper must adhere to the following: Double-spaced, 12-point font, Times New Roman, grammatically correct, date and class in upper left hand corner, title centered and bolded, bibliography at end, and using APA-style citations and bibliography, maximum of 18 pages not counting title page, table of contents, executive summary, references or required appendices. An electronic copy should be submitted to the Turnitin plagiarism detection system via our OWL web site by one member of your group. There are no exceptions to this requirement, and no late submissions will be accepted. This term project component is worth 25% of your course grade.

3. **A PRE-RECORDED VIDEO PITCH summarizing your group's marketing plans is due during Week 12 by 5pm on Friday Dec 3.** The video should be centered around a Powerpoint presentation that summarizes your marketing plans. Each group member must participate in the creation of this video and be visibly present in this video pitch. Each presentation should be between ten and fifteen minutes long. The final video must be edited and combined in a single video file that one group member will submit to our course web site. In addition, an electronic copy of your slide deck must also be submitted to our course web site by the deadline. This term project component is worth 15% of your course grade.

4. **PEER EVALUATIONS are due by 11:55pm on Friday Dec 3.** Working collaboratively in groups is still a very important part of the business world in general. 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. 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. This feedback will be incorporated in assigning the grade for each student in the group. **Lack of participation by one or more group members will not affect the final mark of the project itself, but it can lead to less than full marks being awarded to the group member(s) who have not participated fully.** If your peers have evaluated you between 5/10 to 7/10, your individual grade on the project will be reduced by at least 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your individual grade on the project will be reduced by at least 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 issues relating to group participation with one or more group members, please notify me by email by Week 7.

Evaluation: In grading your project, I will pay close attention to the supporting research, realism, clarity, thoroughness, and originality of the marketing plan. More details on the required sections in your Marketing plans will be posted on our course web site; each team member is expected to know all the requirements for each part of the Marketing term project.

Plagiarism is an academic offense and will be treated as such. Students who are in doubt as to the nature of this offence should consult their instructor, Department Chair, or Dean's Office, as well as the Huron University College Statement on Plagiarism, available at the Reference Desk in the Huron University College Library and at www.huronuc.on.ca. In addition, students may seek guidance from a variety of current style manuals available at the Reference Desk in the Huron University College Library. Information about these resources can be found at www.huronuc.on.ca/library&computing~styleguides. Plagiarism detection software will be used in this course. Students will be required to submit their work in electronic form.

6.3. Bonus Participation

Students are expected to participate in and make regular contribution to class discussions. Weak contributions reflect poor classroom etiquette, or little effort to contribute to the discussion. Adequate contributions consist of responding to questions. Strong contributions are those which reflect that the

student has read the assigned materials before class and has an accurate understanding of the content. Students who contribute **strongly** and **regularly** will received the full bonus marks (2%).
Note: While regular attendance is important, it is not considered participation.

Considering the importance of Participation in this class, it is also essential to maintain an atmosphere in which students are encouraged to focus their attention on the material and voice their contributions. These goals are undermined by certain behaviours that fall outside standards for **in-class etiquette**, which include: using handheld devices or laptops for surfing the web or social media or for online chats; disruptive talking and side conversations with one’s neighbours; using unprofessional or offensive language. These behaviours disturb other students and the learning goals and atmosphere of the class (for more details please see Section 8.0 below, which discusses the Conduct of Students in Classes, Lectures, and Seminars). Excessive talking or use of a laptop/handheld device to email/chat/surf, etc., will result in you being asked to leave.

If you are hesitant to voice your contributions in-class for any reason, I would like to help. Please discuss the matter with me so we can devise appropriate solutions.

7. Course Schedule

Week	Date	Topic	Reading(s)
<i>Part 1: Introduction the Marketing Environment & Marketing Fundamentals</i>			
1	Sept 10	Review course syllabus Introducing Marketing Ethics and Socially Responsible Marketing Written online discussion: Introduce yourself!	Ch. 1 Ch. 18 (pp. 549-568)
2	Sept 17	Planning and Developing Marketing Strategies Analyzing the Marketing Environment TERM PROJECT: Formation of teams	Ch. 2 Ch. 3
3	Sept 24	Consumer Behaviour Business-to-Business Marketing TERM PROJECT: Team Memo due by 10:30am Sept. 24	Ch. 4 Ch. 5
4	Oct 1	Segmentation, Targeting and Positioning Marketing Research	Ch. 6 Ch. 7 (pp. 193-202; 207-221)
5	Oct 8	MIDTERM EXAM: All material covered under Part 1	
<i>Part 2: 4Ps of the Marketing Mix</i>			
6	Oct 15	New Product Development Product, Branding, and Packaging Decisions SPECIAL GUEST TALK BY CLIENT OF TERM PROJECT— Insights into client’s marketing environment (Scheduled time TBA)	Ch. 8 Ch. 9

Week	Date	Topic	Reading(s)
7	Oct 21	Services Pricing	Ch. 10 Ch. 11
8	Oct 28	Integrated Marketing Communication	Ch. 14
	Nov 5	FALL READING WEEK – NO CLASS ACTIVITIES	
9	Nov 12	Advertising, Sales Promotions Social/Mobile Marketing TERM PROJECT: Recommended Group discussion of Term Project progress	Ch. 15 (pp. 479-500) Appendix 14A (pp. 470-478)
10	Nov 19	Distribution Channels Retailing	Ch. 12 (pp. 361-382) Ch. 13
<i>Part 3: Special Topics</i>			
11	Nov 26	Special topics: Big Data & Marketing TERM PROJECT: MARKETING PLAN due 5pm on Nov. 26	Ch. 12 (pp. 382-388); 7 (pp. 202-207; 221-223)
12	Dec 3	Special topics: Sustainability Marketing TERM PROJECT: VIDEO PITCH due 5pm on Dec. 3	Kotler (2011) [see OWL site]
		Final Exam: All material covered under Parts 2 and 3. Administered during F2021 Exam period (Dec. 10-21).	

8. FASS APPENDIX



Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written

special permission from your Dean to enroll 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.

Pandemic Contingency

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

Student Code of Conduct

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at:

<https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) 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 of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Statement on Academic Offences

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 website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. The appeals process is also outlined in this policy as well as more generally at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf.

Turnitin.com

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 (<http://www.turnitin.com>).

Statement on Use of Electronic Devices

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Statement on Use of Personal Response Systems (“Clickers”)

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at:

<http://academicsupport.uwo.ca/>.

Policy on Academic Consideration for a Medical/ Non-Medical Absence

(a) Consideration on Medical Grounds for assignments worth *less than 10%* of final grade: Consult Instructor Directly and Contact Academic Advising

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email huronsss@uwo.ca.

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf. Consult [Huron Academic Advising](#) at huronsss@uwo.ca for any further questions or information.

Support Services

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

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 and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>

Office of the Registrar: <https://registrar.uwo.ca/>

Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>

Academic Support & Engagement: <http://academicsupport.uwo.ca/>

Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

Mental Health & Wellness Support at Huron and Western

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: huronwellness@huron.uwo.ca

Community Safety Office: safety@huron.uwo.ca

Chaplaincy: gthorne@huron.uwo.ca

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.

