



Management and Organizational Studies 2320B – Marketing Winter 2023

1. Course Information

Course Name, Number, Section:	Marketing for Management and Organizational Studies, MOS 2320B, 550
Instructor:	Dr. Dylan Gault
Contact Information:	dgault@uwo.ca
Office:	Lucas Annex, Lucas Alumni House
Office Hours:	In office or via Zoom by appointment
Class Location:	H112
Scheduled Class Times:	M 2:30 pm - 3:30 pm; W 3:30 pm - 5:30 pm
Prerequisites:	Business Administration 1220E or both MOS 1021A/B and MOS 1023A/B and enrolment in BMOS.
Antirequisites:	MOS 3320A/B

2. Course Description

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.

Description of 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 includes a look at 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. Whether you hope to work in marketing or another unrelated function within the firm it is vital that you possess an understanding of its essentials. We will cover 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.

3. Course 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. Textbooks and Course Materials

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

Through the Bookstore website you can order a hardcopy, a digital E-Text version of the textbook (see OWL for a course link), 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. Older editions of this textbook are available and may provide the same information that will be required for the course, though page numbers and locations within the book will not be the same.

Some additional readings will also be assigned by your instructor. References to this material will be provided through the OWL site assigned to the course.

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. Therefore, if you miss access to a lecture, you should obtain notes for this material from another student.

5. Methods of Evaluation

Student evaluation will be measured as follows:

Evaluation Component	% of final grade	Date
Midterm	20	February 15
Final exam	30	W2023 Final exam period (April 13-30)
Team Project: Segment Description	10	February 10
Team Project: Product Description	0	March 8
Team Project: Draft	0	March 16
Term Project: Written Marketing Plan	15	March 25
Term Project: Video Pitch of Marketing Plan	15	April 6
Examples	10	Throughout course
	100	

5.1 Exams

Students must complete 2 exams. The midterm exam will be 1.5 hours in length and the final exam will be 2 hours in length. Both exams will consist primarily of short answer questions and may include essay questions. The final exam will primarily cover the latter part of the course but will of necessity address some of the material covered before the mid-term 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 use some memory aids. You will be given the opportunity to bring 5 pages of notes into the exams. These pages must be A4 or letter sized and can be written or typed and must be one-sided. Those students using accommodated exams should not expect to have these memory aids available electronically unless the students make arrangements with the service providing these exams well in advance of the exam. In addition to the notes, students may bring in a calculator (any that does not store text) and a (non-digital) translation dictionary. These details will be discussed in class before the exam. Please bring a couple of pencils, a good eraser, a watch, and your student identification to the examinations.

The mid-term exam will be written during class time. The final exam will be scheduled by the Registrar's office during the April exam period. Unless due to an emergency, do not make travel arrangements before learning when the registrar has scheduled our final exam date.

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.

5.2 Team 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 (4-7 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 January; more specific grading rubrics will be made available later in the term.

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

1. Teams will be formed by your instructor in 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 noon on January 26. I will provide feedback on your project ideas and then you will be assigned a specific segment to address. Note: Your team cannot begin or submit any

- other project components before completing this important stage and receiving approval from me to proceed.
2. A description of the segment assigned to you will be due by noon on February 10. 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.
 3. A description of the product you are offering your segment will be due for peer review by noon on March 8.
 4. A draft of your marketing plan is due for peer review by noon on March 16. This does not need to be a complete draft.
 5. The WRITTEN MARKETING PLAN is due by noon on March 25. 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.
 6. A PRE-RECORDED VIDEO PITCH summarizing your group's marketing plans is due by noon on April 6. 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.
 7. PEER EVALUATIONS are due by 5 pm on February 10 and April 6. 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.

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.

5.2 Examples

Every week, I will be relying on examples and questions that you provide to draw on for class discussion. After the first class, you will have until the end of the day to submit an example that is relevant to what we are discussing in class that week and a question either about that example or about the class content. There will be an opportunity each week of classes to submit and you will get 1 point for each submission that you make, up to a maximum of 10. Frivolous submissions will not count. If your example matches that of another student, whoever submitted first will get their submission accepted. You can help to ensure your submission is accepted by having more than one example.

In order to make sure that your example counts, make sure to have a link or citation information so that someone can find and examine your example.

NB: There will be 11 opportunities to submit examples throughout the course.

Tentative Class Schedule

1. Marketing Analysis – External
 - January 9 & 11: Marketing Analysis: Fundamentals
 - Review course, Introduction to Marketing Concepts, Introduction to Marketing Ethics
 - January 16 & 18: Marketing Analysis: STP
 - Segmenting/Targeting/Positioning, Marketing Research
 - January 23 & 25: Marketing Analysis: Environment
 - The Marketing Environment (Micro/Macro), Marketing Research
 - January 30 & February 1: The Consumer
 - The Marketing Environment, Consumer Behaviour
2. Marketing Analysis – Internal
 - February 6 & 8: The Provider
 - Product Analysis, Product Development, Branding
 - February 10: Project Milestone: Describe Your Segment
 - February 27 & March 1: The Provider
 - Goods vs. Services, Customer Service
3. Marketing Analysis – Interactions
 - March 6 & 8: Communication
 - Integrated Marketing Communications, Channels, Social Media
 - March 13 & 15: Communication
 - Advertising, Social Media
 - March 20 & 22: The Transaction
 - Pricing
 - March 27 & 29: The Transaction
 - Distribution and Retail, Customer Service
4. Marketing Analysis – B2B
 - April 3 & 5: B2B
 - Business-to-Business Marketing
 - Review

Academic Appendix



Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022-2023

Huron will continue to follow the guidance of public health and government officials. It is anticipated that there will be no disruptions to in-person instruction. This is subject to change.

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>.

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.

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: [Academic Calendar - Western University \(uwo.ca\)](#)

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:

[Academic Calendar - Western University \(uwo.ca\)](http://www.uwo.ca/academiccalendar/). 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, tablets, 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

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, 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) Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising

University Senate policy, which can be found at [Academic Calendar - Western University \(uwo.ca\)](#) requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

The documentation is submitted in confidence and will not be shown to instructors. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

c) 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. 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: [accommodation_medical.pdf \(uwo.ca\)](#). 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>

Wellness and Health Supports 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. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. 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

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

Western Calendar - Policy Pages -

[Academic Calendar - Western University \(uwo.ca\)](#)