



**Sem:** SP 2024    **Class Day/Time:** Section 5085: Mondays 4:35 – 5:55pm, Room: Schoenbaum 305 (5085),  
Section 5205: Wednesdays 4:30 - 5:50pm    **Gerlach 75 (5205)**

**Instructor:** Jon Quinn    **E-mail:** [quinn.402@osu.edu](mailto:quinn.402@osu.edu)  
**Office Hours:** Tuesdays 9:30 – 11:30am & by Appointment    **Location:** Fisher 340

**Course Description:** Marketing strategy plays a very important role in any business situation. In order to perform and advance in a marketing profession, you must understand the influence of environmental factors, recognize potential opportunities and threats in the marketplace and use marketing tools, research, and planning to create successful marketing strategies.

**Course Format:** There are 14 class sessions in this course. Class sessions will include a combination of lectures, discussion of assigned articles and current marketing trends/events, simulation exercise and team reports & presentation. Please refer to Course Schedule below for details about topics and required reading for each session.

**Course Materials:**

- You can purchase the CoursePack from Harvard Business School Publishing (HBP). The link to register and obtain the HBP CoursePack is published in Carmen (CoursePack cost: \$101.95). This coursepack includes access to the required Marketplace Simulation.

**Pre-Requirements:** BUSML 4201 (750) and 4202 (758). Not open to students with credit for BUSML 752.

**Evaluation Criteria:**

Graded Components	% of Total	Type
Individual Case Disc Prep	15%	N ↑
Simulation Reports & Final Presentation	25%	C 🚫
Simulation Team Performance	28%	C 🚫
Class Attendance & Participation	17%	O 🗨️
Peer Evaluations	10%	N ↑
End of Semester Reflection	5%	O 🗨️

**Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.**

**Independent Work [N ↑]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C 🚫]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

**Collaboration Optional [O 🗨️]:** Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

**Academic Conduct:**

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies, Services and Resources  
[go.osu.edu/UPolicies](http://go.osu.edu/UPolicies)



Fisher Undergraduate Handbook and QuickLinks  
[www.bsbalinks.com](http://www.bsbalinks.com)



Fisher Navigator Resource Portal  
[www.nav-1.com](http://www.nav-1.com)



University Healthy and Safety Guidelines can be found at [safeandhealthy.osu.edu/](http://safeandhealthy.osu.edu/) For disability services, go to [slds.osu.edu](http://slds.osu.edu) or contact [slds@osu.edu](mailto:slds@osu.edu).

## **Course Format and How this Course Works:**

**Mode of Delivery:** This course is 100% in-person. The course will typically consist of one weekly in-person session of 80 minutes.

**Credit hours and work expectations:** This is a 1.5-credit-hour course. According to [Ohio State policy](#), students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

**Attendance and participation requirements:** The following is a summary of everyone's expected participation:

- **Participation & attendance:** You are expected to attend each scheduled class session (tracked via TopHat) and participate in class discussions. A record will be kept of the level of participation for each student.
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an assignment, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

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## **Graded Component Details**

As in the business world, while effort is important, the quality of your work will determine your grade. Please note that I am willing to meet with you prior to assignment due dates and before the exam to discuss any questions you may have.

The final grade in this course will be based on the following components:

Individual Components:

- 4% Class attendance (must attend 12 sessions for 100% credit, .33% point awarded for each class attended, any absence beyond 2 must be "excused". by instructor)
- 6% Class participation (.67% point awarded for each contribution to class discussion *per class* - can only achieve .67% points per class session for a max of 9 contributions)
- 30% Individual case prep question submissions (2 cases worth 12% points, one case worth 6% points)
- Complete/Incomplete Assignments (no points awarded, but each "incomplete" can result in grade reduction)
  - End-of-semester reflection submission
  - Peer evaluations

Team Components:

- Marketing strategy simulation
  - 30% Simulation reports (2 reports - each worth 25 points)
    - 12% Year 2 marketing plan
    - 18% final report and presentation
  - 30% Team simulation performance (only the first place team in each category is guaranteed an A, but that does not mean 100% - and no other grades are guaranteed)
    - 20% overall highest balanced scorecard at end of Q8.
    - 10% highest percentage improvement in balanced scorecard from end of Q6 to end of Q8.
    - Grade and point hurdles will depend upon the distribution of the teams'/firms' performance.
    - If a team does not improve overall balanced scorecard at all for the designated periods, that Team may get a C for sim performance
      - Less than 20% growth gets a B-
    - Complete/Incomplete Assignments (no points awarded, but each "incomplete" can result in grade reduction)

- Team Charter
- Simulation round decisions

### Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on %, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not). **Note: To earn an A or A-: Students must complete all the graded components in the course AND earn the minimum required %.** For example, if a student earned 92%, but did not *complete* all the quizzes, then the student will earn a B+. It is NOT required that students complete everything on time. *Each assignment has a final deadline 24hrs after the assignment is due. If that is missed then the student is not eligible for the "A or A-".*

- The instructor DOES NOT change grades (except for clerical/math errors). Students may **appeal, but their grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade, but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, the grade stands.
- The BSBA program recommends a **maximum GPA 3.6** for this course. The actual grade assigned will be based on what students earn. All sections of Principles of Marketing follow the same grading policy.

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

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### Additional Course Policies

#### **Use of AI:**

Use of artificial intelligence (AI)-powered programs, including but not limited to ChatGPT, for course assignments must be first discussed and permitted by the faculty instructor. The scope of use may range from not permitted (with exception of AI-powered search engines such as Google, Bing, etc.) to a broader spectrum of allowed applications. When AI-powered programs are permitted, and used by students, the scope of use and content must be specified and referenced by students accordingly. Students are expected to be aware of the shortcomings of use of AI-powered programs, including risk of academic misconduct (e.g., plagiarism; etc.).

### Course Calendar

All deliverables are due 5pm on Sundays, unless otherwise noted. See specific deliverable due dates and times subject to change, see details in Carmen.

Date	In-Class Topics & Slides	Reading (to complete prior to class)	Deliverables & To-Dos
Week 1	Syllabus Overview, Course Intro & Team Formation	"Framework for Marketing Strategy Formation" pages 1 - 13 (HBP Coursepack)	Sim Team Intro
Week 2	MLK Day - No Class		Complete Team Charter due

Week 3	The Essentials of Marketing Strategy & Marketing Process & Frameworks Review Part I & SCA	Marketing Analysis Toolkit: Situational Analysis (HBP Course pack) <b>Bike Sim Q1 "Lectures"</b>	Simulation Round 1 Decision
Week 4	Introduction to Bike Sim The Essentials of Marketing Strategy & Marketing Process & Frameworks Review Part II	"Framework for Marketing Strategy Formation" pages 1 - 14 - 16 (HBP Coursepack) "A Note on Market Definition, Segmentation, and Targeting: Three (of Four) Steps in Developing Marketing Strategy" (HBP Course pack)	Submit Discussion Prep Question Responses: Carl's Jr.
Week 5	Case Discussion: Carl's Jr. Case	Case: Carl's Jr: Developing a Sustainable Competitive Advantage Market Analysis (HBP Course pack)	
Week 6	STP Part I & Customer Analysis Q2 Bike Sim Overview	"Choosing the Right Customer" (HBP Course pack) Positioning: The Essence of Marketing Strategy (HBP Coursepack) <b>Bike Sim Q2 "Lectures"</b>	Sim Decision #2

Week 7	Super Bowl Brands Discussion STP Part II Q3 Bike Sim Overview	"Framework for Marketing Strategy Formation" pages 17 - 32 (HBP Coursepack) <b>Bike Sim Q3 "Lectures"</b>	Sim Decision #3 Submit Discussion Prep Question Responses: Clorox (Due Sunday 5pm 2/25)
Week 8	Case Discussion: The Clorox Company	Case: The Clorox Company: Leveraging Green for Growth (HBP Course pack)	
Week 9	In-Class Positioning Activity Q4 Bike Sim Overview ("go live")	<b>Bike Sim Q4 "Lectures"</b>	Sim Decision 4
Week 10	<b>SPRING BREAK - No Class</b>		
Week 11	Marketing Math (Contribution, Break-Even, P&L and ROMI)	"Margin Computation in Distribution Channels" "A Simplified B/E Analysis"	Simulation Marketing Strategy & Plan Sim Peer Review
Week 12	Leveraging Brands	"A Better Way to Map Brand Strategy" (HBP Course pack)	Sim Decision #5

Week 13	Innovation and New Product Strategies	"Framework for Marketing Strategy Formation" pages 32 - 39 (HBP Coursepack)	Submit Discussion Prep Question Responses: Ryff
Week 14	Ryff Case Discussion Diffusion of Innovation & The PLC	Case: Ryff Inc. : Disrupting Product Placement (HBP Course pack)	Sim Decision #6
Week 15	Alternative Views: Insights & Strategy & Mapping Brand Strategy  The World According to Sharp	A Better Way to Map Brand Strategy (HBP Course pack)	Sim Decision #7
Week 16	Competing on Social Purpose & Social Responsibility in Marketing Strategy  Course Eval (10 min)	"Competing on Social Purpose" (HBP Course pack)	Sim Decision #8
EXAMS PERIOD	Record your 12 - 14 minute presentation on Zoom and send link to <a href="mailto:Quinn.402@osu.edu">Quinn.402@osu.edu</a>  Team PowerPoint Presentation		Sim Peer Review

### Course Technology:

1. Baseline technical skills for online courses.
  - Basic computer and web-browsing skills
  - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills (only if this course is moved to an online format)
  - [CarmenZoom virtual meetings](#)
  - [Recording a slide presentation with audio narration](#)
  - [Recording, editing, and uploading video](#)
3. Required Equipment
  - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection.

- Additional required equipment if this course is moved to an online format:
  - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
  - Webcam: built-in or external webcam, fully installed and tested
  - Microphone: built-in laptop or tablet mic or external microphone
- 4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
- 5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
  - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
  - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
  - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.
- 6. Simulation: Support Desk: Once logged into the sim, there is a "? Support" button at the top right, just to left of the "Account" button. This directly enables a message to the sim support team. You can also call 1-865-522-1946

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP), visit [ocio.osu.edu/help](http://ocio.osu.edu/help) or email [servicedesk@osu.edu](mailto:servicedesk@osu.edu) and IT support staff will work out a solution with you.

### **Additional University Policies and Resources**

You can find a list of university policies and resources at [go.osu.edu/UPolicies](http://go.osu.edu/UPolicies), but here are a few important ones.

#### **Academic Misconduct**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's [Code of Student Conduct](#), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

**If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me. You can also review these resources:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

#### **Your Mental Health**

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](http://go.osu.edu/ccsdemand) (go.osu.edu/ccsdemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:614-292-5766). **24-hour emergency help** is available through the [National Suicide](#)

[Prevention Lifeline website](http://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:1-800-273-8255). [The Ohio State Wellness app](http://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.

### **Disability Statement (with Accommodations for COVID)**

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. You can connect with them at [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; or [slds.osu.edu](http://slds.osu.edu). or in person at 98 Baker Hall, 113 W. 12<sup>th</sup> Ave.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations.

### **Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct**

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

7. Online reporting form at [equity.osu.edu](http://equity.osu.edu),
8. Call 614-247-5838 or TTY 614-688-8605,
9. Or email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

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**Course-specific Copyright Policy:** Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. *[Additional rules if applicable]*

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