



Sem: AU 2022

- **Class Day/Time:** Section 0030 (4312): 1:50 - 3:10pm, Section: 0040 (4585): 3:35 - 4:45pm

Room: Schoenbaum 205

Instructor: Jon Quinn

E-mail: quinn.402@osu.edu

Office Hours: Mondays 10am – Noon & 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: \$46.20)
- MarkStrat Simulation: Instructions regarding how to register and participate will be published in Carmen and discussed in class (Cost: \$70)

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)



Fisher Undergraduate Handbook and QuickLinks
(www.bsalinks.com)



Fisher Navigator Resource Portal
(www.nav-1.com)



University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

Mode of Delivery: This course and 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.

Graded Component Details

Attendance & Participation

The quality of each class session is directly correlated to the degree to which all students prepare the materials and actively participate. Be prepared to discuss all materials assigned for each class meeting. That means that all materials must be read and the accompanying questions (if provided) reviewed and answered prior to each class session. Active class attendance, participation and discussion is considered integral and essential components of the learning experience.

Class attendance will be tracked via TopHat with each class attended equaling 2 points with a maximum of 24 points and 12% of final grade (in other words, attend 12 of the 15 sessions for full attendance credit). Excused absences will be awarded 1 point. Participation is worth 5% of the final grade (max of 10 total points). Each contribution to class will be worth one point of participation and will be tracked by the instructor.

Be actively involved in class discussion. You cannot expect to gain from this course by passively attending class and taking notes. You will be given many opportunities to discuss your ideas and reactions to the materials during class. I encourage (and expect) your prepared participation!

Simulation Deliverables

The simulation deliverables consist of 2 different decision PPT decks, your final stock price, peer evaluations of each team member's contributions to the success of the team, and a final presentation.

- **Decision Reports:** See Carmen for details on each PPT-based decision report which includes the following components:
 1. The strategic options you considered.
 2. The tactical decisions you made to adjust for changes in the consumer markets and the industry overall.
 3. Your conclusions in terms of the key learning point you addressed during the decision period.
 4. Your team's plans for the future.
- **Decision Timeliness:** MARKSTRAT decisions are due on the date and time indicated in the Course Schedule and the respective Assignment pages. Because the simulation requires all teams to enter their decisions, the entire class is dependent on each team submitting team decisions on time. Thus, decisions that are not submitted as scheduled will receive a zero for that decision submission (out of 2). Also, decision reports that are not submitted as scheduled will receive a 10% grade deduction for each day the report is late for that particular period.
- **Final Stock Price:** Each team represents a company in a competitive market, and the simulation includes various financial and marketing performance metrics reflecting the quality of the decisions that your team makes. One of the key outcome metrics is the company's stock price, referred to in MARKSTRAT as the "Share Price Index". The team with the highest final stock price will each receive an automatic "A" for the simulation competition. Note, this does NOT mean only one team can receive an "A" based on MARKSTRAT. However, only the team with the highest stock price will be awarded an "A" grade automatically.
- **Final Presentation:** Teams will prepare a 10 to 12 minute presentation to be presented via Zoom recording (see Assignment page). It is unrealistic for teams provide an exhaustive summary of the entire MARKSTRAT experience in 10 minutes. As such, teams should focus on a part of their experience, which could be a high-level overview of the MARKSTRAT experience, winning strategies, a team's biggest mistake, turning around team performance, or putting theory to practice, to name a few.

Article Preparation Documents (10% of total grade)

- For each coursepack case discussion, students will be required to submit a Preparation Document in Carmen before class begins (late submissions will automatically lose a point).

- There will be three case worth 10 points each (see Carmen for grading rubric)

End of Semester Reflection

- Student will be required to complete a brief end-of-semester survey for 10 points

Peer Evaluations

Since a significant portion of the final grade will be derived from group assignments and submissions, a peer evaluation is required for each of the two Team Report Submissions . An explanation of the potential impact on individual grading adjustments to group project grades is on each corresponding peer evaluation Assignment page in Carmen.

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%

Additional Policies

Testing Policy:

- There are no make-ups for quizzes. Missed quizzes will be recorded as a "0".
- Missed exams can only be made-up in extreme cases¹ (e.g., death of family member, see footnote for the list of scenarios for which exam rescheduling may be permitted) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis.
- You MUST contact the instructor (quinn.402@osu.edu) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (insert instructor' email) email ASAP.

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](#)

¹ The following are considered extreme cases for which an exam can be made up: (1) serious illness of the student or close family member, (2) death or significant event in the student's family, (3) emergency (fire, burglary, auto accident), (4) representing Fisher at an authorized event such as a Case Competition or national Career Event, (5) a second-round interview with a prospective employer or (6) student stranded due to bad weather.

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.

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 or email servicedesk@osu.edu and IT support staff will work out a solution with you.

Course Calendar

Date	In-Class Topics & Slides	Reading (to complete prior to class)	Deliverables & To-Dos
Week 1 Wed, Aug 24	Course Overview The Essentials of Marketing Strategy & Marketing Process & Frameworks Review Part I	"Framework for Marketing Strategy Formation" pages 1 - 14 (HBP Coursepack) "Only Half of Companies Actually Use the Competitive Intelligence They Collect" HBP Course pack	Due Aug 26: Purchase access to MARKSTRAT Introduction to MarkStrat Video (26 min) (Links to an external site.)
Week 2 Aug 31	Introduction to MARKSTRAT (slides to come) The Essentials of Marketing Strategy & Marketing Process & Frameworks Review Part II	"Framework for Marketing Strategy Formation" pages 14 - 32 (HBP Coursepack) MARKSTRAT Manual , Sections I-IV	Simulation Practice Round #1 Decisions due 9/2 Intro to MarkStrat II Video (22 min) (Links to an external site.)

Week 3 Wed, Sept 7	MARKSTRAT Structure and Dynamics (MarkStrat Part II) Marketing Plan & SCA	"A Note on Market Definition, Segmentation, and Targeting: Three (of Four) Steps in Developing Marketing Strategy" (HBP Course pack) Finish MARKSTRAT Manual	Simulation Practice Round #2 Decisions due 9/9 Designing a New Product in MarkStrat Video (Links to an external site.)
Week 4 Wed, Sept 14	Case Discussion: Carl's Jr. Case	Case: Carl's Jr: Developing a Sustainable Competitive Advantage Market Analysis (HBP Course pack)	Submit Discussion Prep Question Responses: Carl's Jr. (due Tu 9/13) Perceptual Advertising in MarkStrat Video (Links to an external site.)
Week 5 Wed, Sept 21	Customer & Competitor Analysis	"Choosing the Right Customer" (HBP Course pack) "Are our Company's Strengths Really Weaknesses?" (HBP Course pack)	MARKSTRAT Decision #1 (due by 5pm Fri Sept 23)
Week 6 Wed, Sept 28	Marketing Math (Contribution, Break-Even, P&L and ROI)	"Margin Computation in Distribution Channels" A Simplified B/E Analysis	MARKSTRAT Decision #2 (due by 5pm Fri Sept 30)
Week 7 Wed Oct 5	Case Discussion: The Clorox Company	Case: The Clorox Company: Leveraging Green for Growth (HBP Course pack)	Submit Discussion Prep Question Responses: Clorox (Due Tu 10/4)
Week 8 Wed, Oct 12	Leveraging Brands	"A Better Way to Map Brand Strategy" (HBP Course pack)	MARKSTRAT Decision #3 (due Fr 10/14 5pm)
Week 9 Wed, Oct 19	Innovation and New Product Strategies I		MARKSTRAT Decision #4 (due at 5pm Fri Oct 21)
Week 10 Wed, Oct 26	Innovation and New Product Strategies II		Simulation Strategy & Decision Report Rounds #1 - 4 (due Tu 10/25) Sim Peer Review (due Tu10/25)
Week 11 Wed, Nov 2	Guest Speaker TBA		MARKSTRAT Decision #5 (due by 5pm Fri 11/4)

Week 12 Wed, Nov 9	Value-based Pricing	"Framework for Marketing Strategy Formation" pages 32 - 39 (HBP Coursepack)	Competing on Social Purpose Canvas Assignment (No submission, prepare for class discussion) MARKSTRAT Decision #6 (due by 5pm Fri 11/11)
Week 13 Wed, Nov 16	Ryff Case Discussion	Case: Ryff Inc. : Disrupting Product Placement (HBP Course pack)	Submit Discussion Prep Question Responses: Ryff (due Tu 11/15)
THANKSGIVING BREAK (Week 14)			
Week 15 Wed, Nov 30	Alternative Views: Insights & Strategy The World According to Sharp & Everybody Lies	None (Instructor will introduce concepts from 2 of this favorite strategy-related books & discuss in class)	MARKSTRAT Decision #7 (due by 5pm Fri 12/2)
Week 16 Wed, Dec 7	Competing on Social Purpose & Social Responsibility in Marketing Strategy Course Eval (10 min)	"Competing on Social Purpose" HBP Course pack	MARKSTRAT Decision #8 (due 5pm Fri 12/9, Results to be posted by Noon Sat Dec 10)
EXAMS PERIOD	Record your 10 - 12 minute presentation on Zoom and send link to Quinn.402@osu.edu by Midnight Tuesday Dec 13 Team PowerPoint Presentation (deck due at Midnight Tuesday Dec 13)		Sim Peer Review (due Tu 12/13)

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]*
