



Sem: AU 2023 **Class Day/Time:** Tuesdays, 12:45pm – 3:45pm **Room:** TBA

Instructor: Scott LaCross

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Office Hours: By Appointment ([click here to book a meeting](#))

Course Description:

Marketing Projects is a capstone learning experience and semester-long competition that activates your marketing education at The Fisher School of Business. It is an opportunity to integrate and apply everything you've learned to date in diagnosis, analysis, research, and making strategic and tactical recommendations for a client.

In this course you will take the perspective of a project team working within a marketing consulting firm. True marketing consulting firms are well-versed and competent in all aspects of marketing strategy and tactics as opposed to one narrow area. This means they are skilled in aiding clients across various marketing domains including positioning, branding, and integrated marketing communications.

You will work in a team of six on a real-world, "live" project. Students will be able to form their own teams on the first day of class. Your task is to develop the following deliverables over the course of the semester:

1. A comprehensive marketing implementation plan for a client organization.
2. A fully developed set of sample tactical elements that will be utilized within the plan.
3. Research insights, findings and other analyses to support your recommendations.
4. A final presentation to your client, communicating in a compelling fashion your insights, strategy, and recommended plan of action.

Course Learning Outcomes: By the end of the course, student should be able to:

1. Effectively perform a situation analysis by utilizing 4P, 5C and STP frameworks.
2. Identify the relevant marketing research methods and analyses to uncover relevant actionable insights
3. Evaluate the marketing strategy that will gain a sustainable advantage and design an action plan to implement and evaluate their strategy.
4. Work collaboratively in a team-driven environment and can communicate their thought processes clearly and persuasively.
5. Provide a level of objectivity to the clients' situation.

Pre-Requirements: 4201 – Consumer Behavior (750), 4202 – Marketing Research (758), or enrollment in regional campus General Business Program

Required Texts/Materials:

There is no required textbook for this class. Class materials including the project brief, client-provided resources, and project tools will be posted on Carmen.

Evaluation Criteria:

Graded Components	% of Total	Type
Marketing Plan Final Deliverable*	30%	C
Final Presentation Effectiveness*	20%	C
Peer Evaluation*	20%	N
Ongoing Project Progress	20%	C / N
Supplemental Video Carmen Quizzes	5%	N
Personal Reflection Paper	5%	N

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.

(See remaining pages for Details/Due dates)

***NOTE: Individuals who receive less than 75% Peer Evaluation (as an average of all teammates evaluations) will receive only 75% credit of the Group graded components.**

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.navigator1.com)

University Healthy and Safety Guidelines can be found at <https://safeandhealthy.osu.edu/>

Course Format: In-person

Mode of Delivery: Student teams will have a 25-minute status meeting with the instructor each week during the class time (specific times will be assigned on first day). Students are expected to meet with their team for the rest of the 3-hour block of time to work on the project. Teams are also required to set up additional meeting time(s) during the week. Teams will have deliverables each week that should be submitted in Carmen prior to the meeting time with the instructor (see course schedule at end of syllabus for details). Templates and references for these deliverables will be available on Carmen.

Credit hours and work expectations: This is a **3-credit-hour course**. Students are expected to use the entire 3 hours of scheduled class time to work on the project and should not schedule additional activities within this time period. Students should expect to spend up to an additional 6-hours of time per week outside of the scheduled class time (combination of individual work and group meetings) to work on project activities in order to receive a grade of (C) average.

Attendance and participation requirements: All students are expected to attend and participate in the weekly status meetings with the instructor. Missing meetings (without prior notification and approval) and consistently low participation in meetings will lower the student's project progress portion of the final grade.

Students will also be expected to attend all group meetings and participate in the project activities. Missing meetings (without prior notification and approval) and consistently low participation in project activities (as agreed upon in advance by the team members) will lower the student's peer evaluation portion of the final grade.

Graded Component Details

Marketing Plan Final Deliverable: 30% of the Final Grade

The marketing plan that you develop based on your research, analysis, strategy development, and recommendations should follow the outline provided on Carmen in the Course Documents Module. This final document will include the final marketing plan slides that you present to the client along with detailed appendix slides that provide additional background including your full research results (exported from Qualtrics).

Presentation Effectiveness: 20% of the Final Grade

A crucial skill in any marketing role is the ability to clearly and persuasively communicate information. This portion of the grade is related to the actual live presentation to the client and will be evaluated on criteria including engagement, persuasiveness, organization, visual appearance and time management. The specific presentation grading criteria is included on Carmen in the Course Documents Module.

Peer Evaluation: 20% of the Final Grade

Team collaboration and participation is an important element of this class and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members. Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual's overall grade for the course. **Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 75% credit of the Group Project grade.**

It is important that Peer Evaluation scores are determined based on objective criteria rather than personal opinion. It is normal for group members to have different approaches, personalities, and opinions so your group will need a clear framework for how you will work together and the expectations of performance. One of the first tasks your group will have will be to develop and submit a **Team Charter**. The performance expectations laid out in this charter will be the basis for your Peer Evaluation scores at the end of the semester.

The template for the Team Charter is posted on Carmen in the Course Documents Module. An electronic version of the completed Charter must be submitted in Carmen and a printed & signed version must be turned in to the instructor by the second class.

Ongoing Project Progress: 20% of the Final Grade

An effective marketing consulting team works in a disciplined way to structure the project, conduct primary and secondary research, analyze the research, formulate strategy and make strategic and tactical recommendations. This process requires consistent work at a high level of competence and efficiency. Pulling it all together at the very last minute does not translate to a strong project.

During the weekly status meetings, the instructor will score each team's preparedness for meetings, thoroughness of work that is completed and the amount of progress that happens between each week. There will be submissions due prior to every meeting and teams will also be required to submit weekly meeting minutes following the status meetings with the professor. Refer to detailed course schedule at the end of this syllabus or the Assignment area in Carmen for details on these submissions.

This graded component is a combination of a group and individual contribution. The starting point will be the group's grade, but the student's final grade will also take into account their individual participation in our weekly meetings. While it is normal for certain team members to be more vocal, it is expected that all team members contribute to our discussions. Consistently low participation in the weekly status meetings will affect this portion of the grade on an individual level.

Supplemental Videos Carmen Quizzes: 5% of the Final Grade

Throughout the semester, students will be required to watch supplemental videos that provide direction throughout the development of the project. These videos are important for students to get important details and will save valuable time during the status meetings with the instructor. Quizzes will be completed in Carmen to ensure all of the students are watching the videos and retaining the main points. Refer to the detailed course schedule below or in Carmen Assignments for specific due dates. **These will be completed individually and team members are not able to collaborate with each other.**

Personal Reflection Paper: 5% of the Final Grade

Each student will submit a Personal Reflection Paper at the end of the semester. This paper will include the student's take-aways from the other groups' final presentations along with key learnings and applications based on the overall project experience.

Grading Scale

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%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

Additional Policies

USE OF ARTIFICIAL INTELLIGENCE (AI): Unless I specifically mention otherwise, the use of any AI-generated content in any deliverables in this course will be considered academic misconduct and will be acted on as such. Writing assignments will be turned in online and I will be using Turnitin and other applications that have AI detection algorithms. You need to complete the assignments using your own brain and your own thinking...which will lead to more of your own learning!

Student Life Disability Services (SLDS): Accommodations can be made for students who have registered with SLDS. In order to implement students' requests in a timely manner, please notify your instructor that you require accommodations by the end the first week of the semester. Please note that students are able to register with SLDS at any given point throughout the semester. If your accommodations change during the semester, you must notify the instructor as soon as you are aware of the change. It is the student's responsibility to notify the instructor and provide detailed information on which assignments, quizzes etc. require accommodations.

Technology Policy:

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

1. Required Technology Skills
 - [Navigating Carmen](#): for questions about specific functionality, see the [Carmen/Canvas Student Guide](#).
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
2. Required Equipment
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
 - 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.
3. Required Software
 - [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.

Safety and health requirements: Please stay up-to-date on the required compliance for students, faculty and staff by visiting the "Safe and Healthy Buckeyes website: <https://safeandhealthy.osu.edu/>. Requirements may change based on the unfolding situation of the COVID-19 pandemic. As of August 2, 2021, students, faculty, staff and visitors to all Ohio State campuses and medical facilities are required to wear masks indoors, regardless of their vaccination status. Masks continue to be required outdoors for unvaccinated individuals when they cannot maintain physical distancing. Vaccinated people are not required to mask outdoors. Read more on the [Personal Safety Practices page](#). All faculty, staff and students are required to comply with and stay up to date on all [University safety and health guidance](#), which may change throughout the semester Non-compliance will university policy will be warned first and disciplinary actions may be taken for repeated offenses. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations must do so through the university's request process, managed by Student Life Disability Services. 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 may 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. SLDS contact information: slids@osu.edu; 614-292-3307; slids.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

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. The instructor reserves all rights to adjust the course syllabus throughout the semester. Students are responsible for ensuring they are following the most up-to-date version on Carmen.

Course Timeline & Activities

***NOTE: All submissions will be in Carmen Assignments**

WK1 Class: Tuesday, Aug. 22nd – Course Introduction & Secondary Research Overview (Entire class meets in person in Mason Rotunda – 2nd floor)	
DURING Class:	1) Students will form their own groups
AFTER Class:	1) Develop Team Charter 2) Watch “Insight Discovery Overview” & “Insight Examples” videos and complete quizzes in Carmen 3) Begin Situational Analysis using 5C Analysis Tool
WK2 Class: Tuesday, Aug. 29th – Client Briefing + Q&A (Entire class meets in person in Mason Rotunda – 2nd floor)	
BEFORE Class:	1) Submit electronic Team Charter & bring printed/signed copy to class
AFTER Class:	1) Continue Situational Analysis – final report due before next meeting 2) Watch “Order of Research Activities” video and complete quiz in Carmen
WK3 Meeting: Tuesday, Sep. 5th – Discuss Primary Research Plan (groups meet with instructor at assigned time in 356A Fisher Hall)	
BEFORE Meeting:	1) Submit completed Situational Analysis Final Report + Research Plan
AFTER Meeting:	1) Submit Meeting Minutes – due by EOD Tuesday 2) Watch “Developing Quantitative Surveys” video and complete quiz in Carmen 3) Review “Qualtrics Overview & Tips” document in Carmen Module
WK4 Meeting: Tuesday, Sep. 12th – Review First Draft of Survey (groups meet with instructor at assigned time in 356A Fisher Hall)	
BEFORE Meeting:	1) Submit draft of survey in <u>Document format</u> (do not start building in Qualtrics)
AFTER Meeting:	1) Submit Meeting Minutes – due by EOD Tuesday 2) Watch “Fielding Qualitative In-depth Interviews” & “Fielding Qualitative Intercepts” videos and complete quizzes in Carmen 3) Start reaching out to people to schedule qualitative interviews
WK5 Meeting: Tuesday, Sep. 19th – Review Updated Survey & Qual. Discussion Guides (groups meet with instructor at assigned time in 356A Fisher Hall)	
BEFORE Meeting:	1) Submit updated draft of survey + draft of qualitative discussion guides

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Complete half of qualitative interviews and intercepts
3) Transfer survey into Qualtrics
4) Watch “Getting Survey Responses” video and complete quiz in Carmen

WK6: Tuesday, Sep. 26th – NO STATUS MEETING WITH INSTRUCTOR
Groups submit final survey draft with any outstanding questions; complete half of qualitative

DUE BY EOD Wednesday: 1) Submit final survey draft (exported from Qualtrics)
2) Include any specific questions for instructor that need answered to launch survey

AFTER Wednesday: 1) Finish survey in Qualtrics and launch
2) Finish qualitative interviews & intercepts while waiting for survey responses

WK7 Meeting: Tuesday, Oct. 3rd – Review Research Status
(groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit Research Update (details included in Carmen Assignment)

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Watch “Insight Evolution” video and complete quiz in Carmen
3) Begin working on potential Insights

WK8 Meeting: Tuesday, Oct. 10th – First Draft of Key Insight Summary
(groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit First Draft of Key Insights

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Continue working on Insights

WK9 Meeting: Tuesday, Oct. 17th – Review Updated Key Insight Summary
(groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit Updated Key Insights Summary

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Continue to develop & refine Key Insights based on feedback
3) Watch “From Insights to Action” video and complete quiz in Carmen

WK10 Meeting: Tuesday, Oct. 24th – Status Meeting with Client
(groups meet with instructor & client – location TBD)

BEFORE Meeting: 1) Submit Key Insights Summary to review with Client

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Continue to develop & refine Key Insights based on feedback OR start working through Strategic Framework (instructor will provide direction based on status of

- insights)
- 3) Watch “Campaign Development” & “Tactical Implementation” videos and complete quizzes in Carmen

WK11 Meeting: Tuesday, Oct. 31st – Updated Insights OR First Draft of Strategic Framework (groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit updated & refined Key Insights Summary OR first draft of Strategic Framework

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Watch “Tactical Validation” video and complete quiz in Carmen
3) Begin working on Strategic Framework template

WK12 Meeting: Tuesday, Nov. 7th – Review Strategic Framework (groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit draft (or updated) Strategic Framework

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Watch “Building Your Final Deliverable” video and complete quiz in Carmen

WK13 Meeting: Tuesday, Nov. 14th – Review Updated Strategic Framework OR Draft of Presentation (groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit Updated Strategic Framework OR First Draft of Presentation

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Watch “Effectively Presenting Your Plan” video and complete quiz in Carmen
3) Continue refining presentation deliverable based on feedback

NO WK14 Meetings – HAVE A GREAT THANKSGIVING!

WK15 Meeting: Tuesday, Nov. 28th – Final Presentation Review / Practice (groups meet with instructor at assigned time in 356A Fisher Hall)

BEFORE Meeting: 1) Submit updated Presentation

AFTER Meeting: 1) Submit Meeting Minutes – due by EOD Tuesday
2) Continue refining presentation deliverable based on feedback
3) Re-watch “Building Your Final Deliverable” & “Effectively Presenting Your Plan” videos in Carmen
4) Review grading rubric details for Final Deliverable and Presentation Effectiveness in Carmen

Tuesday, December 5th – Final Presentations to Client
(entire class meets together entire time in Mason Rotunda – groups present in numerical order)

BEFORE Class: 1) Review Carmen Announcement about final presentations
 2) Submit Final Deliverables in Carmen **by 11:00am on Tuesday**

AFTER Class: 1) Submit Final Peer Evaluation (individual assignment)
 2) Complete Personal Reflection Paper (individual assignment)

Friday, December 8th 11:00am – 12:30pm – Course Debrief & Awards (lunch will be provided)
Entire class meets together in Mason Hall 2nd Floor Rotunda