



Sem: SP 2023 **Class Day/Time:** Mon / 12:30 pm – 3:30pm

Room: Dreese Lab 305

Instructor: Andrew Shockney

E-mail: Shockney.1@osu.edu

Office Hours: By Appointment

Location: Dreese Lab 305

Course Description:

Marketing Projects is 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 have learned to date in diagnosis, analysis, research, and making strategic and tactical recommendations for your client.

In this course your team 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 segmentation, targeting, positioning, the traditional “4Ps,” branding, and mining customer insights for innovation.

You will work in a team of 6-8 on a real-world, “live” project. Your task is to develop the following deliverables:

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 key marketing 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.

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.

Graded Components	% of Total	Type
Marketing Plan & Support Materials	30%	C 🚩🚩🚩
Final Presentation Effectiveness	20%	C 🚩🚩🚩
Peer Evaluation	20%	N 🚩
On-course Project Progress (weekly status)	25%	N 🚩

Supplemental Video	5%	N ↑
Carmen Quizzes		
Reflection Paper	5%	N ↑

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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.bsbalinks.com)



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



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

Course Format: Hybrid In-Person/Zoom

Mode of Delivery: This course is 75% in-person/25% Zoom. Students will leverage Zoom to meet with their project groups, for status meetings with the instructor and to perform marketing research. Groups will have a 25-minute status meeting with the instructor each week during the class time and are expected to meet with their group for the rest of the 3-hour block of time. Groups will also need to set up additional virtual meeting time(s) during the week to work on the project. We will have four in-person course sessions scheduled, that will accommodate all social distancing requirements. If we are unable to meet in person, we will conduct these sessions online through Zoom.

Pace of online activities: Groups will have deliverables each week that will 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 3 hours of class time to work on the project each week and should not schedule additional activities within the 7:05 pm – 8:25 pm time period. Students should expect to spend an additional 6-hours of time 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 Zoom 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 & Supporting Materials: 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 presentation slides that you present to the client along with detailed appendix slides that provide additional background and support for your recommendations.

Presentation Effectiveness: 20% of the Final Grade

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

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.

Peer Evaluation: 15% 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.

On-course Project Progress: 25% 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. Based on your regular meetings with the instructor and updates of your progress, the instructor will evaluate each team on how consistent and on-schedule your team's performance was throughout the project. This will be based on preparedness for meetings and on-time completion of milestone documents throughout the semester. 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 the Assignment area in Carmen for details on these submissions. Failure to meet submission deadlines will affect this portion of the grade.

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 consider 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.

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

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

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.

If none of these options 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.

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: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Course Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy.

Course Timeline & Activities

RED font indicates Carmen submissions (late submissions will impact project progress grade)

Date	Discussion Topics	Details & <i>Deliverables</i> (due in Carmen before meetings)
WK 1: 1/9/23	Course Introduction, Team Formation, & Client Briefing	<ul style="list-style-type: none"> ▪ Students will form teams ▪ Client will join us during second half of class to present project overview ▪ All students will meet for entire class
WK 2: 1/16/22	NO CLASS	<ul style="list-style-type: none"> ▪ Submit Team Charter
WK 3: 1/23/23	Situational Analysis	<ul style="list-style-type: none"> ▪ Submit Situational Analysis using 5C Analysis Tool ▪ Watch “Insight Discovery Overview” & “Insight Examples” videos and complete quizzes in Carmen ▪ Review Team Charter ▪ Review 5C Analysis and discuss progress ▪ All groups meet at scheduled times
WK 4: 1/30/23	Discuss Primary Research Plan	<ul style="list-style-type: none"> ▪ Submit Situational Analysis Final Report ▪ Submit Meeting Minutes ▪ Watch “Order of Research Activities” & “Developing Quantitative Surveys” videos and complete quizzes in Carmen ▪ Review Situational Analysis ▪ Discuss Primary Research Plan ▪ All groups meet at scheduled times
WK 5: 2/6/23	Review First Draft of Survey	<ul style="list-style-type: none"> ▪ Submit draft of survey in Document format (do not start building in Qualtrics) ▪ Submit Meeting Minutes ▪ Review First Draft of Survey ▪ Groups present status of research activities

		<ul style="list-style-type: none"> ▪ Qualitative Research Video ▪ All groups meet at scheduled times
<p>WK 6: 2/13/23</p>	<p>Review Updated Survey and Qualitative Survey Discussion Guide</p>	<ul style="list-style-type: none"> ▪ <i>Submit updated draft of survey</i> ▪ <i>Submit draft of Qualitative discussion guide</i> ▪ <i>Watch” Fielding Qualitative In-depth Interviews” & “Fielding Qualitative Intercepts” videos and complete quizzes in Carmen</i> ▪ <i>Submit Meeting Minutes</i> ▪ Review updated survey ▪ Review qualitative discussion guides ▪ All groups meet at scheduled times
<p>WK 7: 2/20/23</p>	<p>Review Final Survey Draft</p>	<ul style="list-style-type: none"> ▪ <i>Submit Final Survey draft (exported from Qualtrics)</i> ▪ <i>Submit Meeting Minutes</i> ▪ Professor will share examples of insights & tools for marketing plan development; will show examples from past semesters ▪ All groups meet at scheduled times
<p>WK 8: 2/27/23</p>	<p>Review Research Status</p>	<ul style="list-style-type: none"> ▪ <i>Submit Research Update</i> ▪ <i>Submit Meeting Minutes</i> ▪ <i>Watch “Getting Survey Responses” video and complete quiz in Carmen</i> ▪ <i>Submit Mid-Point Peer Evaluation (10/17)</i> ▪ All groups meet at scheduled times
<p>WK 9: 3/6/23</p>	<p>Review Key Insight Summary</p>	<ul style="list-style-type: none"> ▪ <i>Watch “Insight Evolution” video and complete quiz in Carmen</i> ▪ <i>Submit Key Insight Summary</i> ▪ <i>Submit Meeting Minutes</i> ▪ All groups meet at scheduled times

WK 10: 3/13/23	NO CLASS	<ul style="list-style-type: none"> ▪ Watch “From Insights to Action”, “Campaign Development”, & “Tactical Implementation” videos and complete quizzes in Carmen ▪ OSU Spring Break
WK 11: 3/20/23	Status Update with <u>CLIENT</u>	<ul style="list-style-type: none"> ▪ Submit Key Insights to review with client ▪ Submit Meeting Minutes ▪ Client at status meeting to review/discuss research findings (Insights) and <u>high-level</u> strategic framework ▪ All groups meet at scheduled times
WK 12: 3/27/23	Review Strategic Framework	<ul style="list-style-type: none"> ▪ Watch “Tactical Validation” video and complete quiz in Carmen ▪ Submit Meeting Minutes ▪ Review Strategic Framework template draft ▪ All group meet at scheduled times
WK 13: 4/3/23	Review Strategic Framework	<ul style="list-style-type: none"> ▪ Submit Meeting Minutes ▪ Watch “Building Your Final Deliverable” video and complete quiz in Carmen ▪ Review Strategic Framework template draft ▪ All groups meet at scheduled times
WK 14: 4/10/23	Review Presentation Final Deliverable	<ul style="list-style-type: none"> ▪ Submit Updated Draft of Presentation with Appendix ▪ Submit Meeting Minutes ▪ Watch “Effectively Presenting Your Plan” video and complete quiz in Carmen ▪ Review Presentation and provide recommendations for improvement ▪ Review grading rubric for Presentation ▪ All groups meet at scheduled times
WK 15: 4/17/23	Review Presentation Delivery	<ul style="list-style-type: none"> ▪ Submit Updated Draft of Presentation with Appendix ▪ Submit Meeting Minutes ▪ Review Presentation and provide recommendations for improvement

		<ul style="list-style-type: none"> ▪ Review grading rubric for Presentation <p>All groups meet at scheduled times</p>
<p>WK 16: 4/24/23</p>	<p><i>FINAL PRESENTATIONS TO CLIENT</i></p>	<ul style="list-style-type: none"> ▪ <i>Submit Final Presentation for client</i> ▪ <i>Submit Final Peer Evaluations (individual assignment)</i> ▪ All students meet for entire class
<p>WK 17: 5/1/23 (EXAM WEEK - TBD)</p>	<p><i>Course Debrief</i></p>	<ul style="list-style-type: none"> ▪ <i>Submit Personal Reflection Paper in Carmen before class (individual assignment)</i> ▪ All students meet on Zoom for entire class