THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

BUSML 4204

Marketing Projects (4016)

Sem: SP 2020   **Class Day/Time:** Fridays / 7:55am – 10:55am ☹   **Room:** Schoenbaum Hall 209

Instructor:	Scott LaCross	**E-mail:**	lacross.2@osu.edu
Office Hours:	http://u.osu.edu/lacross.2/office-hours	**Location:**	356B Fisher Hall

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've 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 such as PR or social media. This means they are skilled in aiding clients across various marketing domains including segmentation, targeting, positioning, the traditional "4Ps," branding, managing customer loyalty, and mining customer insights for innovation.

You will work in a team of 5 – 6 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.

Like most disciplines, there are few hard and fast "rules" and "established procedures" in marketing. This will become especially obvious in this course. You will move beyond looking for "the right answer" and instead embrace a strategic approach to marketing problem-solving. The real-world "live" project is an opportunity to accomplish exactly this.

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

Course Format: In-class Project Update Meetings + Team Meetings. We will meet as a class for only THREE designated class sessions (see the course timeline). The remainder of the classes will be weekly meetings. Teams will meet with the course instructor at regular intervals during an assigned meeting time.

Required Texts/Materials: None. Class materials (including the project brief and other client-provided resources) will be posted on Carmen, as and when necessary.

Evaluation Criteria:

Graded Components	% of Total	Type
Marketing Plan & Support Materials	40%	C 🕴🕴
Final Presentation Effectiveness	20%	C 🕴🕴
Peer Evaluation	20%	N 🕴
On-course Project Progress (weekly status)	20%	C / 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.

NOTE: Individuals who receive less than 75% Peer Evaluation (as an average of all teammates evaluations) will receive <u>only 75% credit</u> 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)

Learning Goals and Objectives:

From this course you will:
- Develop critical analysis and problem-solving abilities with respect to managing the marketing process.
- Gain first-hand experience in developing a comprehensive, integrated marketing implementation plan.
- Develop collaborative skills and expertise, working as part of a high-functioning team in a high-stakes competitive environment.

Team Formation

You will have an opportunity to form your own team of five or six students in the first class session. Any student not in a team by the end of that class session will be assigned a team, by the instructor, based on the number of students in each of the teams. It is expected that students in a team have different class and work schedules. However, it is extremely crucial for each team to manage meeting times, and effectively delegate work among team members to ensure smooth progress on the project.

Graded Component Details

Marketing Plan & Supporting Materials: 40% 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. This document will be printed and provided to the client on the day of the presentation.

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 dimensions including clarity, persuasiveness and professionalism. 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 <u>only 75%</u> 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: 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. 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 take into account 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.

<u>**Grading Scale**</u>

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

<u>**Additional Policies**</u>

To maintain the highest professional standards expected of a senior-level class that offers a capstone experience, the following attendance and classroom policies have been designed for this course -

- Attendance is mandatory for the three sessions that we meet as a class. **Students who miss the first-class session will be dropped from the class.** If you anticipate being absent for this class session, please talk to your undergraduate advisor to enroll in another course.

- Much of this course will be 25-minute weekly meetings with the instructor to review progress and action plan. Each group member is expected to attend these meetings at your allotted time. Given these meetings will be back-to-back between groups, it is crucial to begin and end on time. The entire group must be outside of our classroom at least 5 minutes before your starting time. The instructor will notify your group when to come in.

- For each of the full class sessions (see the course timeline below), be sure to arrive on time. If you are going to be over five minutes late, or need to leave early for a specific reason, please get prior permission and present necessary documentation. You should notify both the professor and your team members of any planned absences well in advance. Students who are late to the weekly status meeting with the professor will lose points in the Project Progress score.

- Food and drink consumption. Please minimize the consumption of food or drinks (except water) during class.

- Use of Technology during status meetings. These meetings are meant for your group's benefit. During our meeting time, there will be no use of cell phones unless it is relevant to the project discussion. Laptops should only be used for note taking or project-related activities.

- Please be professional and courteous in your communication with the client, with other team members, and with the instructor.

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

Shaded weeks are when we will all meet together as an entire class.

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

Date	Discussion Topics	Details & *Deliverables (due in Carmen before meetings)*
WK 1: 1/10/20	Course Introduction, Team Formation, & Client Briefing	▪ Students will form their own teams ▪ Client will join us during second half of class to present project overview
WK 2: 1/17/20	Secondary Research	▪ *Submit DRAFT of Secondary Research Report* ▪ Review secondary research analysis ▪ Utilize *5C Analysis Input* document in Carmen
FINAL Secondary Research Report Due – Submitted in Carmen by EOD Tuesday, 1/21		
WK 3: 1/24/20	Discuss Primary Research Plan	▪ *Submit Primary Research Plan* ▪ Review Knowledge Gaps from secondary research & Primary Research Plan – quantitative surveys + qualitative interviews ▪ Utilize *Market Research Guide* in Carmen
WK 4: 1/31/20	Research Update	▪ *Submit Research Update* ▪ Groups present status of research activities

WK 5: 2/7/20	Research Update	▪ ***Submit Research Update*** ▪ Groups present status of research activities & initial findings
WK 6: 2/14/20	Insights & Plan Development Overview	▪ **All groups meet together in class at 8:30am** ▪ Professor will share examples of insights & tools for marketing plan development; will show examples from past semesters
WK 7: 2/21/20	Strategic Framework - Insights	▪ ***Submit draft of Insights Summary section of Strategic Framework Document*** ▪ Be prepared to lead the conversation through the document
WK 8: 2/28/20	Updated Strategic Framework	▪ ***Submit updated draft of Strategic Framework***
WK 9: 3/6/20	***Status Update with Client***	▪ ***Submit updated draft of Strategic Framework*** ▪ Client at status meeting to review/discuss research findings (Insights) and high-level strategic framework
WK 10: 3/13/20	**NO MEETINGS – ENJOY YOUR SPRING BREAK!!**	
WK 11: 3/20/20	NO MEETINGS WITH PROF – Submission due in Carmen	▪ ***Submit updated draft of Strategic Framework in Carmen by 5:30pm***
WK 12: 3/27/20	Updated Strategic Framework	▪ ***Submit Updated Strategic Framework***
WK 13: 4/3/20	Updated Strategic Framework OR Presentation Draft Review	▪ ***Submit Updated Strategic Framework OR First Draft of Presentation***
WK 14: 4/10/20	Presentation Draft Review	▪ ***Submit Updated Draft of Presentation with Program Evaluation Metrics in Appendix***
4/13 – 4/15 – Optional practice presentations with instructor (teams to sign up for time slots)		
WK 14: 4/17/20	**Final Presentations to Client**	▪ Presentations will be in numerical order of groups; all groups will be there during entire class