THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

BUSML 4204 *Marketing Projects (34124)*

Sem: SP 2020   **Class Day/Time:** Fridays / 11:15am – 2:15pm   **Room:** Schoenbaum Hall 209

Instructor: Andrew Piletz   **E-mail:**   Piletz.3@osu.edu
Office Hours: By Appointment

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 will work on a real-world, "live" project. Your task is to develop the following deliverables:

1. Research insights, findings and other analyses to support your recommendations
2. A comprehensive marketing implementation plan for a client organization
3. A fully developed set of sample tactical elements that will be utilized within the plan
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 (750), 4202 (758), and BusMHR 2292 (BusAdm 499.01), or equivalent; 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 👫
Presentation Effectiveness	20%	C 👫
Peer Evaluation	20%	N 👤
On-course Project Progress (weekly status)	20%	C 👫

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 only 75% credit of the Group Project and Presentation grades.

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.

The first deliverable as a team will be to develop your Team Charter which will be sent to the instructor one week after the team formation. A template will be shared during the first session and will be posted on Carmen.

Graded Component Details

Marketing Plan & Supporting Materials: 40% of the Final Grade

The marketing plan is your playbook for the client developed from your research and analysis. It should demonstrate how your research informs actionable insights, differentiated strategies, a meaningful campaign, and an impactful tactical plan. And, it should follow the outline provided on Carmen in the Course Documents Module. The final document will be the slides from your final presentation and detailed appendix, which 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 only 80% 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 session.
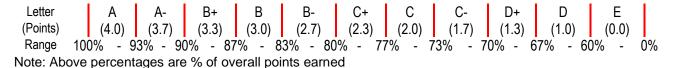
The template for the Team Charter is posted on Carmen in the Course Documents Module. An electronic version of the completed Charter must be submitted in Carmen and a printed & signed version must be turned in to the instructor by the second class.

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 required consistent work at a high level of competence and efficiency. Pulling it all together at the very last minute doesn't 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 of the grade will be whether the group as a whole completes the assigned deliverables, but it 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. Low participation in the weekly status meetings will affect this portion of the grade on an individual level.

Grading Scale

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

Note: Above percentages are % of overall points earned

Class Policies

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 class sessions (see the course timeline on next page), 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 absence 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 classmates, and with the instructor.

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.

University Policies

Academic Conduct:

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."

Diversity and Inclusion:

Diversity enhances the learning experience by exposing and challenging us to consider, weigh and value the thoughts, experiences and practices of others different from ourselves. We encourage you to explore ODI's website, where you will find a wealth of information on events, activities, programs, opportunities and resources related to diversity and inclusion issues. ODI would love your support and involvement as we strive to make The Ohio State University into a global leader of inclusive excellence for the 21st century.

Sexual Harassment:

The Sexual Misconduct policy applies to Ohio State faculty, staff, students, student employees, graduate associates, appointees, volunteers, vendors, and visitors. The policy defines sexual misconduct, sexual harassment, and related terms. It also addresses: medium, location, jurisdiction; Title IX coordinator; prohibited romantic and/or sexual relationships; employee duty to act; confidentiality; retaliation; investigation and resolution options; remedies; false allegations; and use of sexual misconduct allegations in employment or academic actions. FAQs (General), (Romantic and/or Sexual Relations)

Copyright Policy:

The Higher Education Opportunity Act (HEOA) Plan to Combat Copyright Infringement explains the technical precautions that OSU takes to prevent illegal online sharing of copyrighted materials. Additionally, it outlines the

potential consequences from the university and copyright owners for committing copyright infringement over the university's network.

- HEOA Plan to Combat Copyright Infringement: OSU's plan for combating online copyright infringement according the rules of the Higher Education Opportunity Act. Includes details of institutional penalties for illegal sharing of copyrighted materials over OSU's network.
- Responsible Use of University Computing and Network Resources: This is the OSU Policy on responsibly using university computer networks.
- Virtual Legality - An Overview of Your Rights and Responsibilities in Cyberspace: This document, created by OSU legal counsel, outlines the rights and responsibilities of users of the OSU computer network.
- Safe Computing: The Office of the CIO provides information on a number of issues on safely using the OSU computer network.

University Services Available to You

Disability Services:

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Ave. VRS: 614-429-1334.

Mental Health Services:

Students may experience a range of issues that can create 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 the ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If a student is suffering from any of the aforementioned conditions, there is a broad range of confidential mental health services available on campus via the Office of Student Life Counseling and Consultation Services (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 1030 Lincoln Tower, Cannon Drive. 24-hour emergency help is also available through the National 24/7 Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org

Learning Resources:

The Dennis Learning Center's goal is to help support and improve the academic success of Ohio State students through academic coaching, group workshops, and elective courses. We offer free, one-hour appointments in which you can discuss various topics (note-taking, procrastination, test anxiety, exam preparation, time-management, etc.) with an academic coach and create a plan for success. The DLC is located on the 2nd floor of the Younkin Success Center. Visit our website to learn more." Students may experience a range of issues that can create barriers to learning, such as strained

Office of University Compliance and Integrity:

The Ohio State University established the Office of University Compliance and Integrity (OUCI) to oversee compliance efforts across the university, including compliance in Research, the Medical Center, Athletics, Environmental Health and Safety, Information Security, Title IX, Clery Act reporting, Ohio Public Records law and the Americans with Disabilities Act.

Military Veterans' Services

The Office of Military & Veterans Services is located at 185 Student Academic Services Building (SAS) on 281 W. Lane Ave, 614-247-VETS. Visit the website to learn more about our office and how we can assist you--please come see us soon.

Course Timeline & Activities

Shaded weeks are when we meet together as an entire class at the normally scheduled time.

Orange 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* ▪ *Submit Team Charter* ▪ Utilize *5C Analysis Input* document in Carmen
FINAL Secondary Research Report Due – Submitted in Carmen by EOD Wednesday, 1/22		
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, Strategy, & Plan Development Overview	▪ *Submit Mid-Point Peer Evaluation* ▪ **All groups meet together in class at 12:45pm** ▪ Professor will share tools for developing insights, strategies, and marketing plans, and will share examples from past semesters
WK 7: 2/21/20	Key Insights Review	▪ *Submit draft of Insights Summary* ▪ Be prepared to lead the conversation through the document
WK 8: 2/28/20	Strategic Framework Development & Review	▪ *Submit draft Insight Summary/Strategic Framework Template* ▪ Be prepared to lead the conversation through the document
WK 9: 3/6/20	*Status Update with Client*	▪ *Submit updated draft of Strategic Framework Template (see details in Carmen Assignment)* ▪ Present to Client at the status meeting to review/discuss research findings (insights) and high-level strategic framework

WK 10: 3/13/20	*NO CLASS: ENJOY SPRING BREAK!*	
WK 11: 3/20/20	Revised Strategic Framework	▪ ***Submit updated draft of Strategic Framework Template*** ▪ Update Strategic Framework based on client feedback
WK 12: 3/27/20	Tactical Planning Review	▪ ***Submit Tactical Planning Template*** ▪ Outline the tactics and executional details that will bring your strategies to life
WK 13: 4/3/20	Presentation Draft Review	▪ ***Submit Draft of Presentation*** Review initial draft of presentation with instructor with focus on tactics
WK 14: 4/10/20	Practice Presentations	▪ ***Submit updated Draft of Presentation with Program Evaluation Metrics in Appendix*** ▪ Do a run-through of the presentation with the instructor
WK 15: 4/17/20	Final Presentations to Client	▪ Presentations will be in numerical order of groups; all groups will be there during entire class ▪ ***Bring multiple color copies of Implementation Plan for Client*** (final number TBD) ▪ ***Submit final peer evaluation***