

BUSML4204

Marketing Projects

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I. Overview

Project-Based Marketing Consulting (BUSML4204 Marketing Projects) is an action-based learning experience as well as a competition. You will work in a team of five or six students on a real-world, live project. Your task is to develop and provide the following deliverables:

1. A comprehensive marketing strategy and implementation plan for a client company.
2. A fully developed set of sample tactical elements that will be utilized within the plan (e.g., a set of marketing and promotional activities, retail / trade promotions, print and/or broadcast advertisements; sample pages from a website; sample sales promotions, sample YouTube videos, event blueprints, sample experiential tactics, etc.).
3. Research insights, findings and other analyses to support your recommendations.
4. A final presentation to your client, communicating in a compelling fashion your recommendations, plan, and supporting research.

This course represents a capstone experience in your education as a marketing major at the Fisher College 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. Teams will also compete with one another, and winning teams will be announced, based on team performance in this marketing consulting project.

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.

Effective marketing consultants are able to accomplish key tasks:

- Quickly grasp the current business situation.
- Identify and leverage appropriate marketing knowledge and techniques.
- Provide a level of objectivity not achievable within the company.
- Create an appropriate research plan and analyze all relevant data.
- Make strategic and tactical recommendations.
- Create an appropriate implementation plan.

- Communicate findings and recommended actions effectively and persuasively.

As a marketing major in the Fisher College of Business, you have taken several marketing courses tied to various elements of the marketing process. In this Project-Based Marketing Consulting course you will integrate this knowledge base and develop new skills in your role as a member of a marketing consulting team.

Like most disciplines, there are few hard and fast "rules" and "established procedures" in marketing. This will become especially obvious in this course. With rapid developments in technology, "big data" and the diffusion of new platforms such as social and mobile media, the field is undergoing crucial and game-changing transformations. In addition, in many markets, strategic agility has become paramount in the face of such disruptive change. Marketers must be able to lead this charge, using creativity and informed intuition based on solid training and expertise. In this course you will move beyond looking for "the right answer" to instead embrace a strategic approach to marketing problem solving. The real-world "live" project is an opportunity to accomplish exactly this.

II. Course Objectives

From this course you will:

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

III. Course Materials

There is no textbook or course packet for this course. Class materials (including the project brief and other client-provided resources) will be posted on Carmen, as and when necessary. Groups will be required to provide printed deliverables to the clients at the end of the semester.

IV. Class Format

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. **Attendance is mandatory at all class and group meetings** for the entire semester. (Refer to attendance policy section of the syllabus for further clarification.)

V. Grade Structure

The following grade structure will be utilized for this course:

GRADED COMPONENT		% OF THE FINAL GRADE
1.	Final Implementation Plan & Support Materials*	40%*
2.	Final Presentation Effectiveness*	20%*
3.	Peer Evaluation*	20%*
4.	On-course Project Progress (weekly status meetings)	20%

***Individuals who receive less than 75% Peer Evaluation (as an average of all teammates evaluations) will receive only 80% credit of the Group Project and Presentation grades.**

Grading Scale

The grading scale and point conversion that will be utilized for the final grade are as follows:

GRADE	GPE	GRADE	GPE		
A	93 – 100%	4.0	C+	77 – 79.99%	2.3
A-	90 – 92.99%	3.7	C	73 – 76.99%	2.0
B+	87 – 89.99%	3.3	C-	70 – 72.99%	1.7
B	83 – 86.99%	3.0	D+	67 – 69.99%	1.3
B-	80 – 82.99%	2.7	D	63 – 66.99%	1.0

Final 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.

Final Presentation Ability: 20% of the Final Grade

Crucial skills in any marketing role are 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 requires 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 Instructor. 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 group and individual contributions**. 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.

VI. 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.

VII. Attendance Policy, Professionalism and Etiquette

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:

1. **Attendance is mandatory for the three sessions that we meet as a class. Students who miss the first class session (Wednesday, August 22nd) 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.**
2. 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.
3. 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** from the Instructor and present necessary documentation. You should notify both the Instructor and your team members of any planned absence well in advance. Students who are late to the weekly status meeting with the Instructor will lose points in the Project Progress score.
4. **Food and drink consumption**. Please minimize the consumption of food or drinks (except water) during class.
5. **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.
6. **Please be professional and courteous in your communication with the client**, with other team members and classmates, and with the instructor (see page 9 of this syllabus document for guidelines).

VIII. Academic Integrity

Academic integrity is essential to maintaining an environment that fosters excellence in learning, teaching, research, and other educational and scholarly activities at Fisher College of Business and The Ohio State University. 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."

Course Timeline & Activities

Gray shaded weeks are when we will all meet together as an entire class at 5:20pm.

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

Date	Discussion Topics	Details & Deliverables <i>(Due 9am, every Wednesday, via Carmen)</i>
WK 1: 8/22/18	Course Introduction, Team Formation, & Client Briefing	<ul style="list-style-type: none"> ▪ Students will form their own teams ▪ Client will join us during first half of class to present project overview
WK 2: 8/29/18	Secondary Research	<ul style="list-style-type: none"> ▪ Submit DRAFT of Secondary Research Report ▪ Review secondary research analysis ▪ Utilize <i>5C Analysis Input</i> document in Carmen ▪ Team charter DUE
FINAL Secondary Research Report DUE – Submit via Carmen by EOD Tuesday, 9-4-18		
WK 3: 9/5/18	Discuss Primary Research Plan	<ul style="list-style-type: none"> ▪ Submit Primary Research Plan ▪ Review Knowledge Gaps from secondary research & Primary Research Plan – quantitative surveys + qualitative interviews ▪ Utilize <i>Market Research Guide</i> in Carmen
WK 4: 9/12/18	Research Update	<ul style="list-style-type: none"> ▪ Submit Research Update ▪ Groups present status of research activities
WK 5: 9/19/18	Research Update	<ul style="list-style-type: none"> ▪ Submit Research Update ▪ Groups present status of research activities & initial findings
WK 6: 9/26/18	Key Insights Draft Review	<ul style="list-style-type: none"> ▪ Submit draft of Insights Summary ▪ Be prepared to lead the conversation through the document
WK 7: 10/3/18	Strategy & Plan Development Overview	<ul style="list-style-type: none"> ▪ All groups meet together in class at 5:20pm ▪ Instructor will share tools for strategy and marketing plan development as well as examples from past semesters
WK 8: 10/10/18	NO MEETINGS	AUTUMN BREAK

WK 9: 10/17/18	Strategic Framework Development & Review	<ul style="list-style-type: none"> ▪ Submit draft of Strategic Framework Template Be prepared to lead the conversation through the document
WK 10: 10/24/18	Status Update with Client	<ul style="list-style-type: none"> ▪ Submit updated draft of Strategic Framework Template (see details in Carmen Assignment) ▪ Client at status meeting to review/discuss research findings (insights) and <u>high-level</u> strategic framework
WK 11: 10/31/18	NO MEETINGS BUT ASSIGNMENT IS DUE, VIA CARMEN – Revised Strategic Framework & Validation Plan	<ul style="list-style-type: none"> ▪ Submit updated draft of Strategic Framework Template with Validation Plan added ▪ Submit meeting minutes for individual group meetings, even though groups DO NOT meet with instructor this week
WK 12: 11/7/18	Tactical Validation Activities	<ul style="list-style-type: none"> ▪ Submit updated draft of Strategic Framework Template & Validation Plan with update ▪ Review validation findings
WK 13: 11/14/18	Presentation Draft Review	<ul style="list-style-type: none"> ▪ Submit Draft of Presentation ▪ Review draft of presentation with instructor
WK 14: 11/21/18	NO MEETINGS	HAVE A GREAT THANKSGIVING!
WK 15: 11/28/18	Dress rehearsals in lieu of Meetings* Presentation Draft Review	<ul style="list-style-type: none"> ▪ Submit updated Draft of Presentation with Program Evaluation Metrics in Appendix ▪ Review draft of presentation with instructor during dress rehearsals
11/28 & 11/29 — *Presentation Dress Rehearsals with Instructor (teams to sign up for time slots)		
WK 16: 12-5-18	Final Presentations to Client	<ul style="list-style-type: none"> ▪ Presentations will be in numerical order of groups; all groups will be there during entire class ▪ Bring multiple color copies of Implementation Plan (Presentation Slides + Appendix) for Client (final number TBD)

IX. Class Work Load and Expectations

The University and College expectation is that students spend two hours outside of class for every hour spent in class. Since this course meets three (3) hours per week, you should expect to spend six (6) hours per week outside of class on course-related work. This means that every student is expected to spend a total of nine (9) hours per week on this project. Please plan your project group work and individual responsibilities within the project group, accordingly.

X. Disability Statement

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. Please contact the Student Life Disability Services (SLDS) Office at 614-292-3307 in room 098 Baker Hall (113 W 12th Ave); they coordinate reasonable accommodations for students with documented disabilities.

XI. Headshot Photos

Please submit a headshot photo, via Carmen, ***no later than the first day of class.***