

Marketing Plan Project Field Work

SCHOOL OF BUSINESS

Course Number: MKT2261	Contribution to Program: Vocational Core	Normative Hours: 45
Applicable Program(s): 0214E01FWO Business - Marketing	AAL: 4	Approval Date: 01/12/2008
Prepared by: Valerie Hill Professor		Approved by: Jim Kyte Acting Chair
Co-Requisites MKT2260		Approved for Academic Year: 2008-2009
Pre-Requisites MKT2212 and MKT2284		

COURSE DESCRIPTION

This course is the field placement component of the MKT2260 Business Intelligence and Planning course. Student teams are assigned to work with a local industry client to research all aspects of the client's business including all pertinent internal and industry micro and macro environmental factors. Students will use secondary and primary research tools and methodologies learned in the MKT2284 Marketing Research course to assess the industry competitive set, and conduct an in-depth customer analysis. The knowledge created from this in-field work will guide the creation of the Marketing Plan Objectives, strategies, and supporting marketing mix programs within the MKT2260 course. This course is a "hybrid course" with the course hours split between project lab time and related in field project initiatives.

RELATIONSHIP TO VOCATIONAL LEARNING OUTCOMES

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

Business - Marketing 0214E01FWO

1	Contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.(A)
6	Contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria.(A)
7	Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (T,A,CP)
8	Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T,A,CP)
10	Participate in conducting market research to provide information needed to make marketing decisions.(A,CP)
11	Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise. (A,CP)
13	Apply the principles of business ethics and corporate social responsibility.(T,A,CP)
15	Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.(A,CP)

ESSENTIAL EMPLOYABILITY SKILLS

The course contributes to your program by helping you achieve the following Essential Employability Skills:

1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.(T,A,CP)
2	Respond to written, spoken or visual messages in a manner that ensures effective communication.(T,A,CP)
3	Execute mathematical operations accurately.(A,CP)
4	Apply a systematic approach to solve problems.(A,CP)
5	Use a variety of thinking skills to anticipate and solve problems.(A,CP)
6	Locate, select, organize and document information using appropriate technology and information systems.(A,CP)
7	Analyze, evaluate and apply relevant information from a variety of sources.(A,CP)
8	Show respect for diverse opinions, values, belief systems and contributions of others. (A,CP)

9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A,CP)
10	Manage the use of time and other resources to complete projects.(A,CP)
11	Take responsibility for one's own actions, decisions and consequences.(A,CP)

COURSE LEARNING REQUIREMENTS/EMBEDDED KNOWLEDGE AND SKILLS

COURSE LEARNING REQUIREMENTS When you have earned credit for this course, you will have demonstrated the ability to:	EMBEDDED KNOWLEDGE AND SKILLS
1. make appropriate marketing decisions based on new qualitative or new quantitative data	<ul style="list-style-type: none"> analyze selected target audience through primary research which may be conducted through focus groups, surveys and/or interviews identify and define research issues and challenges design solutions and make recommendations based on objective research data use critical thinking theories to solve business challenges draw accurate conclusions on secondary research findings to refine primary research approach
2. administer client management techniques to build a business partnership with an organization	<ul style="list-style-type: none"> develop a strong rapport with client representatives develop and implement internal and external communication strategies across team members and client contacts to ensure clear expectations throughout project plan for client meetings and document outcomes as a team and individually coordinate and participate in client meetings utilize effective written and oral communication skills to inform client on progress throughout semester and support client partnership objectives
3. administer a primary research initiative for client	<ul style="list-style-type: none"> select primary research design and methodology present recommended primary research approach for approval generate and pre-test primary research tool for use in the field conduct primary research with selected target audience respecting team-developed marketing research objectives tabulate primary research results and analyze data write a primary research report for industry client
4. manage a large-scale team project with student peers	<ul style="list-style-type: none"> design team roles and assign specific tasks to meet deadlines use theories of organization, time management and client communications to perform multiple tasks across inter-related courses record and assess team strengths and areas for improvement utilize Microsoft Project software and other technologies such as Microsoft Outlook and Blackboard, to map project deliverables across all inter-related functional areas and maintain strong team and client communication build leadership and collaborative skill sets
5. present new research approach, research findings, marketing plans and implementation programs	<ul style="list-style-type: none"> prepare formal management presentations for client apply appropriate multimedia applications during key presentations to client present key primary research findings and recommendations to support proposed marketing plan approach

LEARNING RESOURCES

McDaniel, Carl and Gates, Roger, *Marketing Research Essentials*, 5th Edition, John Wiley and Sons Publishers, 2006.

LEARNING ACTIVITIES

During this course, you are likely to experience the following learning activities:

- Field work with team and client contacts (meetings off campus, primary research data collection)
- Team Project Work
- Team Presentations
- Meeting Management and Client Hosting
- Individual Reading and Research
- Team and Class Discussions
- Lab Sessions with team and instructor
- Formal Assignment Check-ins

EVALUATION/EARNING CREDIT

The following will provide evidence of your learning achievements:	This activity validates the following Course Learning Requirements and/or Essential Employability Skills:
Primary Research Report: 30%	<ul style="list-style-type: none"> • make appropriate marketing decisions based on new qualitative or new quantitative data - [CLR 1] • administer a primary research initiative for client - [CLR 3] • manage a large-scale team project with student peers - [CLR 4] • present new research approach, research findings, marketing plans and implementation programs - [CLR 5] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Execute mathematical operations accurately. - [EES 3] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8] • Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9] • Manage the use of time and other resources to complete projects. - [EES 10] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]
Client Meetings and Presentations - Week 1: 2%	<ul style="list-style-type: none"> • administer client management techniques to build a business partnership with an organization - [CLR 2] • manage a large-scale team project with student peers - [CLR 4] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6]
Client Meetings and Presentations - Week 3: 8%	<ul style="list-style-type: none"> • administer client management techniques to build a business partnership with an organization - [CLR 2] • administer a primary research initiative for client - [CLR 3] • manage a large-scale team project with student peers - [CLR 4]

	<ul style="list-style-type: none"> • present new research approach, research findings, marketing plans and implementation programs - [CLR 5] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]
<p>Client Meetings and Presentations - Weeks 14/15: 15%</p>	<ul style="list-style-type: none"> • make appropriate marketing decisions based on new qualitative or new quantitative data - [CLR 1] • administer client management techniques to build a business partnership with an organization - [CLR 2] • manage a large-scale team project with student peers - [CLR 4] • present new research approach, research findings, marketing plans and implementation programs - [CLR 5] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Execute mathematical operations accurately. - [EES 3] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]
<p>Client Evaluation of Team Project: 20% (Week 3 worth 10%, Week 14/15 worth 10%)</p>	<ul style="list-style-type: none"> • make appropriate marketing decisions based on new qualitative or new quantitative data - [CLR 1] • administer client management techniques to build a business partnership with an organization - [CLR 2] • administer a primary research initiative for client - [CLR 3] • manage a large-scale team project with student peers - [CLR 4] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8]
<p>Mandatory Lab Sessions and Project Check-ins: 15%</p>	<ul style="list-style-type: none"> • make appropriate marketing decisions based on new qualitative or new quantitative data - [CLR 1] • administer client management techniques to build a business partnership with an organization - [CLR 2]

	<ul style="list-style-type: none"> • administer a primary research initiative for client - [CLR 3] • manage a large-scale team project with student peers - [CLR 4] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8]
Individual Student Journal on Client Experience: 10%	<ul style="list-style-type: none"> • administer client management techniques to build a business partnership with an organization - [CLR 2] • manage a large-scale team project with student peers - [CLR 4] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]

COLLEGE GRADING NUMERICAL EQUIVALENT TABLE

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90-100%	4.0	C+	67-69%	2.3
A	85-89%	3.8	C	63-66%	2.0
A-	80-84%	3.6	C-	60-62%	1.7
B+	77-79%	3.3	D+	57-59%	1.4
B	73-76%	3.0	D	53-56%	1.2
B-	70-72%	2.6	D-	50-52%	1.0
			F	0-49%	0
			FSP	0	0

PRIOR LEARNING ASSESSMENT AND RECOGNITION

There is no PLA for this course.

RELATED INFORMATION

The following information is course-specific:

Final Presentation to Clients

To earn the privilege of presenting a final marketing plan program to an assigned client in the last two weeks of the semester (Weeks 14 or 15), each team must earn an overall combined minimum average of 60% on all major co-op related-assignments in the 4 key courses including: MKT2260, MKT2261, MKT2221 and MKT2292. A failure to do so, will result in a team being removed from the client presentation list and each student in the selected team will receive a grade reduction of 10% for the value of this presentation in their final MKT2261 grade. It is still mandatory for teams to present their final marketing plan to the faculty advising team.

Class Attendance

Individual student attendance is critical throughout the semester in all of the 4 key courses within the co-op project; namely MKT2260, MKT2261, MKT2221 and MKT2292. If a student misses 3 classes (either non-consecutive or consecutive) in one course without prior approval by their instructor, they will receive a strike against their semester performance. If they miss three classes in another course, this will count as a strike as well. Students earning more than three strikes in the semester risk being removed from the co-op client assignment entirely.

Tentative Workload Schedule

A proposed weekly workload schedule has been posted on Blackboard under Course Information.

Retain this Course Outline

It is the responsibility of the student to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Respect for Confidentiality

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practises that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publicly either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

The following information is program-specific:**The following information is school/department-specific:****School of Business Procedures**

All programs follow College Directives including Directive A21: *Rights, Freedoms, Responsibilities and Code of Conduct for the Algonquin College Community* (<http://www.algonquincollege.com/directives/sectionA/A21.pdf>).

These Directives are located in the policy section at the back of the Student Instaguide and at: <http://www.algonquincollege.com/directives/>

The **School of Business Procedures** file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

The following information is College-wide:**Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Centre for Students with Disabilities (CSD)

If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you.

Academic Integrity

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Directives

E16 (<http://www.algonquincollege.com/directives/sectionE/E16.pdf>)

and E43 (<http://www.algonquincollege.com/directives/sectionE/E43.pdf>).

Course Assessments

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities. For further details consult Algonquin College Directive E38 (<http://www.algonquincollege.com/directives/sectionE/E38.pdf>).

Use of Electronic Devices

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Directive E39 (<http://www.algonquincollege.com/directives/sectionE/E39.pdf>).

Transfer of Credit

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.