



MOS3320B 571
Marketing for Management and Organizational Studies
Winter 2026

Instructor: Dr. Jennifer Jeffrey
Email: jjefr3@uwo.ca

Course Information

Mode of Instruction: In Person

Calendar Description:

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

Pre-requisite(s): Business Administration 2257, or MOS 2227A/B and MOS 2228A/B and enrollment in BMOS.

Anti-requisite(s): MOS 2320A/B.

Extra Information: 3 lecture hours.

Course Weight: 0.50

Breadth: CATEGORY A

Subject Code: MOS

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.



School of Management, Economics, and Mathematics

MOS 3320 – Marketing for Management & Organizational Studies

Professor: Jennifer Jeffrey, PhD
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School Admin: Estelle Van Winckle
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CLASS AND OFFICE LOCATION – login to student centre/OWL for info

Classes run on Mondays 11:30 – 2:30 (section 572), Tuesdays 11:30 – 2:30 (section 571), and Wednesdays 11:30 – 2:30 (section 570).

Office hours will be held from 2:30 – 3:30 Mon/Tues/Weds, or by appointment.

MODE OF INSTRUCTION

This is an in-person class.

CONTACTING ME

Note: you can always connect with me to ask questions right after class, otherwise either email me or drop by my office. Please use my email address above (jjeffr3@uwo.ca) not via OWL. If your question is complex please save it for class or my office hours, not email. I check email M-F during working hours, and will endeavor to respond within 48 hours during the work week. Emails sent on the weekend will receive a response within the next two business days.

COURSE DESCRIPTION

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

COURSE OBJECTIVES

The goal of MOS 3320 is to provide you with a broad overview of the principles of marketing management and an understanding of how marketing strategy contributes to firm success. Topics we will cover in class broadly encompass market research and analysis, sales management and forecasting, advertising and promotion, product and pricing strategies, channel management and distribution, digital and new media marketing, and the marketing planning process. Marketing and sales play an important role within the larger firm context, and irrespective of

whether you hope to work in marketing or another unrelated function within the firm it is vital that you possess an understanding of the essentials.

MOS 3320 satisfies a course requirement for the Society of Management Accountants of Ontario.

Antirequisite: MOS 2320 A/B

Prerequisite: Business 2257 or 2227 and enrolment in the four-year BMOS program. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites. You also are responsible for ensuring that this course is not an anti-requisite to another course you already have taken.

COURSE LEARNING OUTCOMES

By the end of the semester, students will:

- ✓ Understand what marketing is as a business function, and how it can be used to drive revenue growth via appropriate marketing strategies
- ✓ Apply marketing principles to analyze typical marketing problems and business cases, and identify challenges and opportunities for firms within the marketing context
- ✓ Strengthen critical thinking and analytical skills (quantitative and qualitative) by using course concepts to analyze marketing cases and recommend a course of action with sound justification
- ✓ Improve written and oral communication skills via a series of active learning exercises, including group reports and presentations

REQUIRED COURSE MATERIALS & OWL SITE

MOS 3320 does not use an official textbook; I know that they are expensive, and as such I'm trying my best to find creative and inexpensive options for course materials. I have created a custom course pack for the course, which includes a printed copy of the slides used over the term and cases integrated in class. This course pack is approximately \$30 to purchase, and copies are available for sale from the King's central services department (room W002, located close to the cafeteria in the Wemple building, in the basement level of the Wemple building). Open 9 – 4 M-F, closed from noon-1 for lunch.

I will also post the pre-recorded lectures that I created for courses run during the pandemic, should these be helpful for review. That said, my class is run using the Ivey “heads up learning” model, meaning that I do not allow laptops or other electronics in the classroom during the lecture / discussion portion of course*. Students wishing to take notes for studying purposes are thus strongly encouraged

to purchase the course-pack. (*Note: students who require a tablet or other devices for accommodation reasons should connect with me early in the term and will require the proper documentation to support the request via ACSD).

You are also required to have access to a computer with excel software; note that all King's students have free access to the full set of MS office materials, including excel, included in their tuition. The King's IT department can help you access those materials if you require assistance. Finally, you will be required to sign up for a free training tutorial via HubSpot, a third-party provider of marketing training and resources.

OWL: I will use OWL as the primary course website, and post grades, announcements, materials and so forth on OWL. I will also post the latest version of the syllabus, should it change. It is your responsibility to ensure that you have the most up-to-date version of the syllabus and all other information necessary for the course by visiting OWL on a regular basis.

TEACHING METHODOLOGY AND EXPECTATIONS

My class is interactive, and all classes have an in-class activity with participation marks. I use cases, newspaper articles, and short videos to reinforce key concepts, and expect you to integrate elements across the various classes. I expect students to come to class every week, and actively participate in discussions and activities. Come to class prepared to participate, having completed all pre-work.

METHODS OF EVALUATION

Course Component	Breakdown
Group project	30%
Class participation	20%
Midterm exam	20%
Final exam	30%

Group Project (30%): Students work in groups of five, to develop a comprehensive marketing plan for a product they design and bring to market. This plan will be presented to the class the last two weeks of the term. Details of the assignment can be found on OWL and in the course pack.

Participation (20%): Each class will have dedicated time set aside to discuss either assigned readings, cases, and/or engage in other active learning activities such as sales role plays, debates, and exercises. Your participation mark will be based then not only on attendance but also the degree to which you come to class prepared, actively participate in class activities, and add value to group discussion. Students will not only be rewarded for active participation, but may be penalized for

distracting behavior (talking during presentations, texting, etc.) There may also be some hand-in homework assignments as part of this 20% contribution mark. You can elect to miss one class without penalty, or drop your lowest participation mark.

- If you know in advance you will be away during class time, you can also elect to attend one of the other section's class times. Be sure to indicate the class switch on any hand-in assignments.

Midterm and final exams (20% and 30% respectively): These two testing points will cover your understanding of the concepts covered in the course, via the application to various marketing scenarios. The midterm will focus on content covered in the first half of the course, whereas the final exam will be cumulative with an emphasis on previously untested materials. The exams include a range of mini-cases and short answer questions. The midterm will be scheduled during class time, and the final exam scheduled by the registrar's office. Note that both exams are "open book", in that students can bring in their course pack and other printed materials and notes from the course. Academic consideration for the midterm requires submission of formal supporting documentation.

Students who miss the midterm or final exam for a valid and approved reason may be eligible for one make-up exam during the semester; should they miss that date they can write the exam the next time the course is offered.

Note: All components of the course must be completed and submitted to complete the course

ACADEMIC INTEGRITY & AI USE

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. Within this course, use of artificial intelligence (AI) tools such as

Chat GPT or GrammarlyPlus are not permitted for written work submitted for evaluation or in the creation of any presentation or other submitted project work. Unauthorized use of AI will be subject to academic discipline.

Please note that any usage of artificial intelligence or language generation or translation applications by students to complete assigned work for this course must be approved by the instructor *and* noted by the student in the submitted work itself. Writing text and then feeding it into a computer application to **improve or translate your own words**, changing a few words, and then submitting this text as if it was your own constitutes plagiarism.

You must compose text, choose words, construct logic flow, structure sentences and paragraphs to organize, synthesize, interpret information with your own mind.

When you borrow language or ideas **from another person or from a machine** this must be acknowledged with quotation marks and/or citations. (Reference: CYS Policy Statement, 2023)

COURSE SCHEDULE* Winter Term 2026

Jan 5/6/7 → Intro to marketing, marketing research, branding

Jan 12/13/14 → Strategic planning

Jan 19/20/21 → Forecasting

Jan 26/27/28 → Segmentation, targeting, positioning, buyer personas

Feb 2/3/4 → Consumer behaviour, buying process

Feb 9/10/11 → MIDTERM (in class), introducing products

Feb 16/17/18 → READING WEEK, no class

Feb 23/24/25 → Retailing and distribution

March 2/3/4 → Pricing

March 9/10/11 → Introduction to promotions, sales promotions, B2B, personal selling

March 16/17/18 → Digital marketing tactics and considerations (ASYNCHRONOUS – students must complete HubSpot Academy digital marketing certification)

March 23/24/25 → Advertising, public relations, campaign integration

March 30/31/April 1 → Group presentations, week 1

April 6/7/8 → Group presentations, week 2

Final exam scheduled by registrar, April 12th – 30th

*MAY BE SUBJECT TO MINOR CHANGES, CHECK OWL

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2025-2026

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/SMC-Feb-2025.pdf.

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King’s University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King’s University College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

https://www.uwo.ca/health/mental_wellbeing/

Academic Support Services at King’s University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

<https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also https://www.uwo.ca/health/student_support/survivor_support/get-help.html

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.