



**Lab Outline  
MKTG 1102  
Essentials of Marketing**

GROUPS	A	B	C	D
<b>Case 1</b> <b>Example Case</b>  <b>Date TBA</b>	All Teams Present 8 minutes	All Teams Present 8 minutes	All Teams Present 8 minutes	All Teams Present 8 minutes
<b>Case 2</b>  <b>Date TBA</b>	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)
<b>Case 3</b>  <b>Date TBA</b>	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)
<b>Case 4</b>  <b>Date TBA</b>	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)
<b>Case 5</b>  <b>Date TBA</b>	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A

**Your Group Name/Letter**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**For your Team's assignments.**

All groups deal with all four cases, doing one task or another. There will be a case that all will do as a 'warm up'.

Every Team has to make **one oral** presentation of the chosen case, write **three** case solutions. These are **Team reports**, not individual reports and all Team members will share equally in the marks assigned unless a Peer Evaluation by the Team decides otherwise.



Course Outline  
MKTG 1102 *Essentials of Marketing*

## Oral / Written Presentations Case Discussion & Preparation Guide

Outline	Guide Questions
<b>Case Synopsis (only for oral)</b> * A summary of the major events and facts	Familiarize yourself with the case by answering: 1. What is the case generally about? 2. What are the main facts, characters & events?
<b>Problem Identification*</b> Define the main problem in question form, in one sentence.	Diagnose the case problem by answering: 1. What is the problem of the case? State clearly in a sentence, in question form.
<b>Findings</b> A. Outline facts relating to the problem. B. Make assumptions, if necessary. C. Research for more information that will throw light on the problem (library, industry).	Analyze the case by answering: 1. What data or research is needed to answer questions in the case? 2. What assumptions need to be made?
<b>Perform a SWOT analysis</b>	1. Organizational Strengths 2. Organizational Weaknesses 3. Environmental Opportunities 4. Environmental Threats
<b>Evaluation of Alternatives</b> • State three alternatives and evaluate the advantages and disadvantages of each alternative. • For each alternative, state three advantages and 3 disadvantages.	Develop solutions and evaluate each by answering: 1. What are the realistic, independent, mutually exclusive alternative solutions to the problem? 2. What are the expected consequences of these alternative solutions? 3. What are their advantages and disadvantages?
<b>Solution</b> * State the chosen alternatives solution with a supporting argument. * Consider the <b>cost</b> of your recommendation(s) * State how you will implement the solution.	Make a decision by answering: 1. How do the alternative solutions compare in terms of their advantages and disadvantages? 2. Which of the alternative solutions seems best?
<b>Plan Of Action</b> * List step-by-step how the chosen alternative solution would be implemented.	Plan the implementation of the solution by answering: 1. How should the plan be implemented? 2. Who should implement the solution?
<b>Concepts Used from Course</b> * List two or three major concepts used in the case study.	1. Which course concepts or research findings helped develop the case preparation?



### ***Case Study – Written Report***

This is a short, concise business report. You will be expected to use the format as outlined in *Business Communications, Fourth Canadian Edition*: the text that you will be using in your COMM 1100 course.

#### **COVER PAGE:**

- Name of case
- Name of group members
- Set Number and Group Names
- Course Number
- Instructor name
- Date of presentation

**If a group member did not participate, do not show his/her name and advise your lab instructor.**

#### **CONTENTS:**

- Problem – state in one or two sentences, the **main** problem, in question form.
- State facts in the case relating to the problem only.
- Any research information needed/ used?
- Any assumptions?
- State at least three alternatives, and three advantages and three disadvantages of each.
- Solution and implementation (Plan of Action in step by step format).
- Concepts used from the course. For example, state that you “used the Product Life Cycle concept to show how a strategy will change as a product matures.”
- Identify under “Reference” or “Bibliography” your research information sources used using the APA process - (*American Psychological Association* is the accepted standard for academic citing protocol – [www.apa.org](http://www.apa.org)).

Report must be typed in a 12-font, double-spaced and the body limited to **six pages** (you may use Appendix where necessary).

**Penalty for late submissions: Your team will receive 0% if late.**

#### **Mark Allocation for Case Studies**

Oral Presentation	7.5% of grade
3 Written Reports	22.5% of grade

**No marks will be given to anyone missing your group's oral presentations.**



### **Guidelines for Marking the Oral Case Presentation**

***This is the format to be used by the instructor for marking all presentations.***

***NOTE: Professional business dress is required for these presentations and PowerPoint is the expected presentation technology***

Problem clearly identified and stated in question form?  
Facts relevant to the problem outlined, and assumptions made where necessary?  
Evidence of secondary or primary research and quality of research used in solving the problem?  
SWOT analysis is relevant and displays an understanding of the concept.  
At least three alternatives discussed with three advantages and three disadvantages of each?  
Does the proposed solution solve the problem stated satisfactorily?  
Any concepts learned in the course applied?  
How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, utilization of time (20) minutes, etc?

**Please note: during the course, you will be provided with course content in respect to PowerPoint presentations in your COMM 1100 and BSYS 1000 courses.  
You will be expected to apply this knowledge in this course.**

**Marketing 1102  
Lab Map**

<b>Week/ Lab Number</b>	<b>Material Covered</b>	<b>Required Participation</b>
<b>1</b> <b>W/O Sept 4</b>	Introductory lecture Orientation Recap of Course Outline	To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation.
<b>2</b> <b>W/O Sept 11</b>	Team Skills	Expose students to Team Skills requirements for the course. <i>In labs:</i> Create Learning Teams Team Skills Exercise Team Charters
<b>3</b> <b>W/O Sept 18</b>	Case Method Discussion	Team Photographs Hand In Team Charters Familiarize learners with case Study Approach to Marketing problems. Hand Out Test Case
<b>4</b> <b>W/O Sept 25</b>	All Teams Present Test Case (See Case Study Details)	Each team will present their test case to the class. Hand Out Case 1 Assign Mini-Project 1
<b>5</b> <b>W/O Oct 2</b>	Mini Project 1 Discussion Case 1 Review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 1
<b>6</b> <b>W/O Oct 9</b> <i>Note: Adjustment to schedule may be necessitated due to Thanksgiving Holiday</i>	Team 1 Presents Case 1	Team 1 Professional Presentation All other Teams submit written case solutions. Hand out Case 2 Assign Mini-Project 2
<b>7</b> <b>W/O Oct 16</b>	Mini-Project 2 Discussion Case 2 review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 2
<b>8</b> <b>W/O Oct 23</b>	Team 2 Presents Case 2	Team 2 Professional Presentation All other Teams submit written case solutions. Hand out Case 3 Assign Mini-Project 3
<b>9</b> <b>W/O Oct 30</b>	Mini-Project 3 Discussion Case 3 review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 3

<b>10</b> <b>W/O Nov 6</b>	Team 3 Presents Case 3	Team 3 Professional Presentation All other Teams submit written case solutions. Hand out Case 4- Assign Mini-Project 4
<b>11</b> <b>W/O Nov 13</b> <b>Note:</b> <i>Adjustment to schedule may be necessitated due to Remembrance Day Holiday</i>	Mini-Project 4 Discussion Case 4 review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 4
<b>12</b> <b>W/O Nov 20</b>	Team 4 Presents Case 4	Team 4 Professional Presentation All other Teams submit written case solutions. Assign Mini-Project 5
<b>13</b> <b>W/O Nov 27</b>	Mini-Project 5 Discussion	Mini-Project discussion and hand in one page summary.
<b>14</b> <b>W/O Dec 4</b>	The '4 P's Playhouse'	In class presentations
<b>Week 15</b> <b>W/O Dec 11</b> <b>FINALS</b>		



### Mini-Projects

*Unlike the case studies which require team-based participation, the Mini-Projects are individual assignments.*

*Marks for the min-projects are included as part of the 15% allocated for 'Lab Projects and Participation.'*

Mini-Project	Due date Week of:	Format	Resources
1	Your lab w/o October 4	Professional hand-in and class discussion	<a href="http://www.environics.ca">www.environics.ca</a> Environics research On-line surveys <a href="http://3sc.environics.net/surveys/3sc/main/3sc.asp">http://3sc.environics.net/surveys/3sc/main/3sc.asp</a>
2	October 16	Professional hand-in and class discussion	<a href="http://www.hotproductnews.com">www.hotproductnews.com</a>
3	Oct 23	Professional hand-in and class discussion	Student Choice – see project description
4	November 6	Professional hand-in and class discussion	<a href="http://www.bplans.com/sp/">http://www.bplans.com/sp/</a> "Sample Marketing Plans" Bed and Breakfast Vineyard
5	November 20	Professional hand-in and class discussion	Product Life-Cycle exercise Hand-out
6	December 4	The '4 P Playhouse'	Each team prepares and presents a 10 minute 'skit' on one of the 4 P's

#### Mini-Project 1

Visit the site designated for this project and complete the on-line survey available to you. After completion of the survey you will be allocated to a 'tribe.' Find the details of the characteristics of your 'tribe' by clicking on the 'Connect to your Tribe' link.

Prepare a ONE-PAGE, professionally done document for submission to your lab instructor, discussing what characteristics of this 'tribe' reflects you as a CONSUMER. Also determine and describe what characteristics do not describe your consumption habits.

Come to class prepared to discuss this with your classmates.

#### Mini-Project 2

Go to the "Hot Products News" web site and from the available categories of products and services choose one and prepare a professionally done one page hand-in discussing your chosen product or service. In your discussion, define what you believe to be the primary marketing challenge for this product or service to be successful and your 'best guess' as to whether the product or service will become a commercially successful product. Be prepared to discuss in class.

#### Mini-Project 3

Go to any retailer that sells consumer products – examples, London Drugs, Home Depot, Staples, Any Supermarket, and search the aisles for evidence of consumer promotion activity. This could be an on-shelf coupon, end-aisle feature display, a contest or sweepstakes etc. Secure as much physical evidence as possible e.g. the coupon or tear-off for a promotion. Then go to the Web site of the marketer whose promotion you have chosen and search the site for evidence of the promotion you have found at retail. Prepare a professionally done one page hand-in discussing the elements of the promotion you found at retail and whether the marketer's web site noted any reference to your retail experience. If there was no reference to the retail promotion on the web site, discuss the possible reasons and provide some conclusions as to the effectiveness of this tactic. Be prepared for a class discussion.

#### **Mini-Project 4**

Go to the designated web site. This is a sample marketing Plan for a small tourism related business. Review the marketing plan and indicate elements of the content of the marketing plan as they relate to material that we have covered in the course. Prepare a professional one page hand-in and be prepared to discuss in class.

#### **Mini-Project 5**

This final project will be provided to you one week in advance of the submission date. It will involve you determining the strategic implications over the course of the product life-cycle at the time of a new product launch.

#### **Mini-Project 6**

This project will test the creativity and 'non-standard' presentation abilities of the Team's in presenting one of the 4 P's of Marketing.