



## Hankuk University of Foreign Studies

### 2018 Summer Session

### MKT 201 Principles of Marketing

### Course Outline

**Course Code:** MKT 201

**Instructor:** Victoria Digby

**Home Institution:** Western University

**Office Hours:** TBA

**Email:** [vdigby@uwo.ca](mailto:vdigby@uwo.ca)

**Credit:** 4

**Class Hours:**

This course will have 72 class hours, including 40 lecture hours, professor 10 office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

**Course Objectives:**

To introduce the concepts and principles of marketing and to develop an appreciation of their scope, relevance, application and integration in the operations of for-profit and not-for-profit organizations.

**Text:**

Gary Armstrong and Kotler, Phillip, “**Marketing – An Introduction**”, *Thirteenth Edition*, Prentice Hall, 2016

**Office Hours:**

Office Hours are scheduled for your benefits. I encourage you to come and see me with any thoughts or ideas you have on your assignments and particularly if you are having any difficulty with the material. Please do not wait until the end of the semester to come to me to resolve problems; by then it will be too late. In most cases, situations can be worked out if there is enough time, but last minute fixes generally do not work.

If the posted office hours are not convenient for you, we'll set up a time when we can meet. I look forward to meeting with each one of you throughout the semester.



***Assignments and Grading:***

Grades will be assigned according to performance on the following\* :

Midterm Exam	200
Final Exam	400
Projects (led by TA)	300
Class Participation	100
<hr/>	
<b>Total</b>	<b>1000</b>

***Exams:***

Exams are scheduled well in advance and will consist of multiple choice questions. Students are expected to be present for all exams. The mid-term exam will be given in class and will cover the material in the chapters indicated on the course schedule overleaf. Make-over exams will be given only under extreme circumstances and will comprise essay type questions. The final exam to be given on the last date will cover the course material not covered in the mid term exam.

***Projects***

There are going to be 3 projects in the class. On the first day of class, students will form groups of 4 students each. Each group will work cooperatively on each one of the 3 projects. Each project is worth 100 points. Details of the 3 projects are at the end of the syllabus.

***Class Participation***

Every time you contribute in class, you get 5 points. However, you cannot earn more than 5 points on any given day. You can contribute by,

- a) answering my questions,
- b) Offering examples in class to explain the issues being discussed in the class.

Every time you participate, you should post a short note on the course D2L site within 2 days. The note should have your name and details of what exactly you said in the class. The maximum that you can earn on any given day is 5 points. If you post your note after 2 days, I will give you 3 points. I will not give any points if I your note is posted a week after participation.

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\* Please note that these are approximate weights and subject to change at my discretion.



**Tentative Class Schedule**

<u>Dates</u>	<u>Topic</u>	<u>Chapters</u>
June 26-27	<b>Marketing: Creating and Capturing Customer Value</b>	<b>1</b>
	Discuss Team formation, Team Projects, Peer Evaluation Process Teams must be formed and officially turned in Discuss Project 1	
June 28-29	<b>Analyzing The Marketing Environment</b>	<b>3</b>
June 30	DS: presentation of project 1	
July 2-4	<b>Customer-Driven Marketing Strategy: Creating Value for Target Customers</b>	<b>6</b>
	DS: Discuss Project 2	
July 5-6	<b>Understanding Consumer and Business Buyer Behavior</b>	<b>5</b>
July 7	DS: Present Project 2	
July 10 -11	<b>Product, Services and Brands</b>	<b>7</b>
July 12 - 13	<b>New Product Development and Life-Cycle Strategy</b>	<b>8</b>
July 14	<b>MID TERM EXAM</b>	
July 17-18	<b>Advertising and Public Relations</b>	<b>12</b>
	Discuss Project 3	
July 19-20	<b>Marketing Channels</b>	<b>10</b>
	<b>Retailing and Wholesaling</b>	<b>11</b>
July 21	DS: Present Project 3	
July 24-25	<b>Pricing</b>	<b>9</b>
July 26-27	<b>The Global Marketplace</b>	<b>15</b>
July 28	<b>FINAL EXAM</b>	



## PROJECT 1:

### MARKET ENVIRONMENT

**Goal:** A key idea of this project is to identify key environmental factors; correctly classify them; and to show that you understand how these factors affect your company's industry, your company, your product, and customer target market.

**Directions:** Each team will identify key external environmental factors that affect their industry, their particular company, their product, or the customers. For this project you will identify current external market environment issues or forces that are currently impacting your company and its industry. You will then need to correctly classify those identified issues/forces into the following external market environments. Each project will include the mission statements of your chosen company and information about company/product objectives; and the available resources of the firm. Using this information the team will analyze the current and future external market environment of their company, focusing the analysis on the identification of the impact of each identified issue/force on the performance of the company and its product, or the buying patterns of the customers.

Below are the steps you will need to complete for project 1:

#### Step 1:

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- Identify your Product, and any strategic information about the product
- Identify your Company, its mission and objectives, and resources
- Identify your Industry, and give a brief summary of products/companies that are in this industry

#### Step 2:

- Gather Data on issues and trends that are current in the Micro and Macro Environment
- Information/data can be found via business periodical search engines such as ABI-Inform, Business Search, Proquest, that index all the major news sources ( and are available through our library's electronic research tools), or through direct internet search of information/news sites such as Wall Street Journal, New York Times, Financial Times, The Economist or any of the Broadcast news sites ABC, CBS, NBS, CNN, PBS, etc. Other useful sources include, Advertising Age, Marketing News, American Demographics and talking to the Business Reference Librarian. Google News is also a good source. Any source is fine, these are a starting point.

#### Step 3:

- Classify each issue or trend into the correct environmental category
- It is possible that a general trend or issue could have specific effects in more than one category

#### Step 4:

- Identify how each issue or trend you classified will affect your Industry, Company, and Product

#### Step 5:

- Summarize the overall External Market Environment for your Industry Company and Product identifying the critical issues that your company will face now and in the future.



The information you use in this report must be cited/referenced in a manner that the instructor could find the source. Information from web sites is cited by the web page address. All web site addresses should be typed. You should be able to copy the website address by highlighting it with the cursor and use the copy and paste functions to paste it into a word processing file. Or you may simply type it.

### **Critical Project Format Information**

#### ***Each team will:***

1. Create a Powerpoint presentation containing an organized discussion of the information collected, application of appropriate marketing theory/models, and appropriate analysis based upon the two.
2. In addition to the presentation slide content, each slide will include the detailed written script inserted into the notes window of the Powerpoint slide containing the oral portion of your presentation.
3. Each team will make a very brief oral presentation to the class (less than 5 minutes).
4. Each team may utilize hand-outs or other visuals to class if appropriate.
5. All materials will be turned in to the instructor by saving the presentation files into the Team Space on the H: Drive.

**Grade:** Your grade will be based upon the information you provide in the power point files submitted on D2L and the quality of your presentation given in class. All team members will receive the same grade unless information provided in the peer evaluation form at the end of the course indicates otherwise. Finally, attendance of all discussion sessions is mandatory. Students will receive 5 points for each attendance and 0 for each absence.

**Note:** Meeting just the above base requirements is considered adequate for a 'C' team project grade. Going beyond the requirements to show superior analysis, information gathering, organization, or presentation skills will result in a higher grade



## Presentation Framework for Project 1

Your PowerPoint Presentation of Project 1 will include all the project information collected in steps 1 through 5. However you will not have time to discuss all the information in your oral presentation. As a team you need to decide the critical information to present to the class, how many slides to include in the presentation, and how much time to spend on each slide.

The following is a suggested framework for your presentation

### 1 slide - Team identification

- Names and student I.D. for each team member
- Team Name
- Discussion session number

### 1-2 slides - Step One Information

(Approx. 30 seconds-1 minute of presentation time)

- All step one information should be shown on these slides with any explanation included in the script for those slides. You should not spend much time presenting this information during your oral presentation, but it is required to be included on the slides. Do not read long mission statements, objectives etc. The critical information is to inform your audience what the product/company and industry are for your team.

### 2-5 slides - Step Two through Four information

(Approx. 2-3 minutes of presentation time) List each micro/macro category you have chosen (you should choose at least 5 categories). For each category, list each issue/trend identified through your research (you should have at least one issue/trend that is important for your product/firm strategy in each category your team has chosen). For each issue/trend identified, discuss how it will impact your product/company/or industry. Any discussion or additional information that will be provided by the speaker should be typed into the script portion of the slides. Citation information can be provided on the slide or in the script.

### 1-2 slides - Step Five information

(Approx. 2 to 3 minutes of presentation time)

- Provide the results of your analysis. This is where you show your teams analytical ability. Any discussion or additional information that will be provided by the speaker should be typed into the script portion of the slides.

## TIME CONSIDERATIONS

Each team has 10 minutes to present. You will **not be allowed** to run over time. It is your teams' choice as to how much time to spend on each slide. Make sure you practice your presentation ahead of time. For those teams that run over time and must stop before they have finished their complete presentation, their "oral presentation quality" portion of the project grade will reflect the teams inability to control their use of time.



You are required to upload your PowerPoint presentation to D2L before your discussion class begins. Your TA will access the files immediately prior to beginning class on the day of presentations in order to have all presentations cued and ready. The presentation files are due before your discussion session begins. If you bring a disk to class and wish to load the files, then the time it takes to load will come out of your presentation time.





## Project 1 Evaluation Grade Sheet

Principles of Marketing

**Total Presentation/Project Grade** \_\_\_\_/100 \_\_\_\_%

Discussion & Team number: \_\_\_\_\_

Company & Brand name: \_\_\_\_\_

Team members:

**Quality of Information Provided (20 pts)** **Total** \_\_\_\_/20 \_\_\_\_%

- |   |          |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|----------|
| 1. How current is the Data/information  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 2. Depth/Breadth of the information provided  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 3. How appropriate/useful is the data/information   | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 4. How reliable are the Data/information sources,<br>and how well is the data/info source cited | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**Quality of Marketing Theory/Model application (20 pts)** **Total** \_\_\_\_/20 \_\_\_\_%

- |   |          |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|----------|
| 1. The Model/theory is appropriate for the analysis | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 2. The Model/Theory is used correctly               | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 3. Complexity of the Models/Theories applied        | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 4. Completeness of the Model/Theory application     | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**Quality of the Analysis (20 pts)** **Total** \_\_\_\_/20 \_\_\_\_%

- |  |          |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|----------|
| 1. The analysis is based upon actual data/information  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 2. The analysis is appropriate for the problem   | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 3. The analysis provides insight into current/future situation<br>and includes managerial action/strategic decisions | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 4. The analysis integrates data/information,<br>theory/model, and creative thinking                                  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |



**Quality of the Presentation (40 pts)**

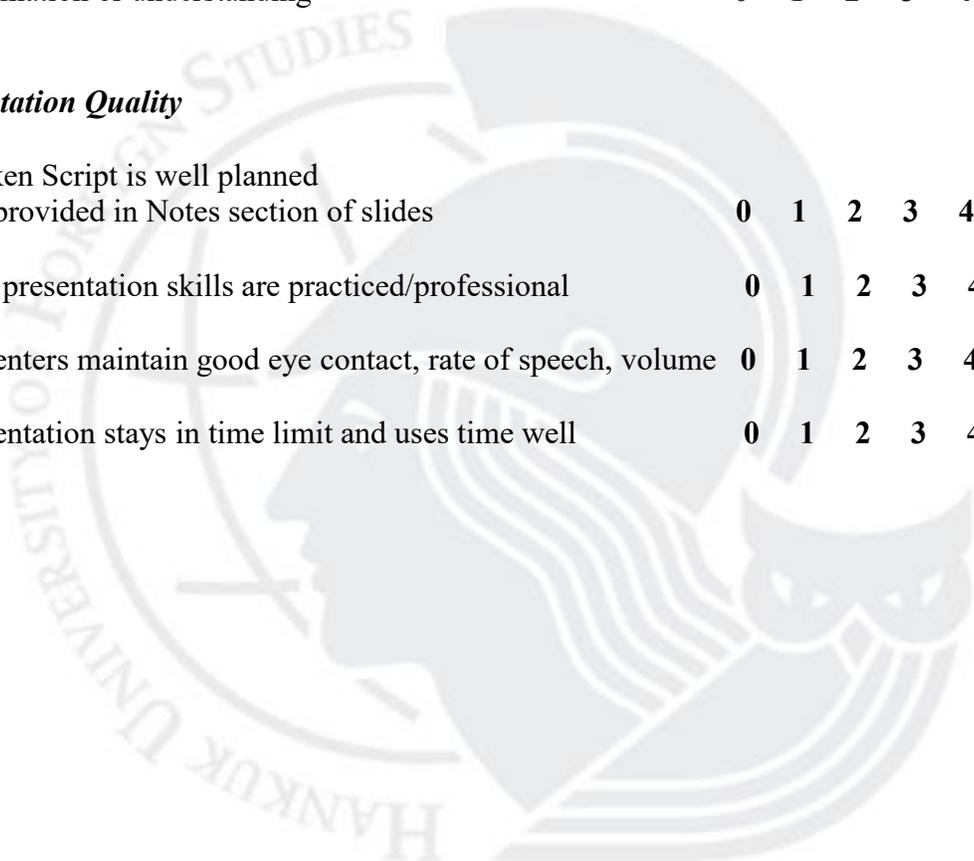
**Total** \_\_\_\_/40 \_\_\_\_%

*Visual Presentation Quality*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1. Slides are professional in appearance  | 0 | 1 | 2 | 3 | 4 | 5 |
| 2. Organization of slides strengthens the analysis,<br>following a logical sequence with smooth transitions | 0 | 1 | 2 | 3 | 4 | 5 |
| 3. Statements in slides are complete and easy to understand   | 0 | 1 | 2 | 3 | 4 | 5 |
| 4. Images/graphics/charts are clear and add<br>information or understanding                                 | 0 | 1 | 2 | 3 | 4 | 5 |

*Oral Presentation Quality*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1. Spoken Script is well planned<br>and provided in Notes section of slides | 0 | 1 | 2 | 3 | 4 | 5 |
| 2. Oral presentation skills are practiced/professional                      | 0 | 1 | 2 | 3 | 4 | 5 |
| 3. Presenters maintain good eye contact, rate of speech, volume             | 0 | 1 | 2 | 3 | 4 | 5 |
| 4. Presentation stays in time limit and uses time well                      | 0 | 1 | 2 | 3 | 4 | 5 |





## PROJECT 2

### Segmentation and Target Market

**Goal:** The goal of this project is to understand the current marketing structure of your chosen product category and definition of how your brand meets the needs of the customers (e.g., total product concept); including identification of what your competitive advantage is over the competing brands.

**Directions:** Your team will segment your product market using any selected segmentation criteria the Text and lecture. Then you will identify the needs of each segment targeted by your company by each of their products and provide comparison data of at least three of your major competitors products. This will allow you to understand the current product line strategies of competing companies. Next, your team will select the target segment(s) for your chosen brand/product and discuss how your product meets the needs of the customers in the target segment, applying the total product concept. Finally, you will analyze your results and describe how well your product/brand meets the needs of the target segment over the competing product/brands while creating a competitive advantage for your product/company.

Step 1:

- Provide a product definition for your chosen product

Step 2:

- Segment your market
- See Chapter 8 for definition and discussion

Step 3:

- Identify the needs of the segments

Step 4:

- Identify the product line offered by your company
- Compare the products of at least 3 competitors product lines

Step 5:

- Focus on your chosen segment and identify how you have met the needs of your segment with your product offering.

Step 6:

- Define your competitive advantage

### Critical Project Format Information

*Each team will:*

1. Create a PowerPoint presentation containing an organized discussion of the information collected, application of appropriate marketing theory/models, and appropriate analysis based upon the two.
2. In addition to the presentation slide content, each slide will include the detailed written script inserted into the notes window of the PowerPoint slide containing the oral portion of your presentation.



3. Each team will make a very brief oral presentation to the class (less than 5 minutes).
4. Each team may utilize hand-outs or other visuals to class if appropriate.
5. All materials will be turned in to the instructor by saving the presentation files into the D2L project folder.

**Grade:** Your grade will be based upon the information you provide in the power point files submitted on D2L and the quality of your presentation given in class. All team members will receive the same grade unless information provided in the peer evaluation form at the end of the course indicates otherwise. Finally, attendance of all discussion sessions is mandatory. Students will receive 5 points for each attendance and 0 for each absence.

**Note:** Meeting just the above base requirements is considered adequate for a 'C' team project grade. Going beyond the requirements to show superior analysis, information gathering, organization, or presentation skills will result in a higher grade.





## **Presentation Framework for Project 2**

Your PowerPoint Presentation of Project 2 will include all the project information created during Steps 1-6, however you will not have time to discuss all the information in your oral presentation. As a team you need to decide the critical information to present to the class, how many slides to include in the presentation, and how much time to spend on each slide.

**The following is a suggested framework for your presentation**

### **Team identification**

- Names and student I.D. for each team member
- Team Name
- Discussion session number

### **Step One - Provide a Product Definition for your chosen Product**

- A product definition includes more than just a description of the physical product or service and its benefits. It also includes the service, image, and customer relationship variables as well as any particular other issues important to serving the market (financing, logistics, etc).

### **Step Two -Segment Your Market**

- Starting with the entire market for your product, choose the most appropriate segmentation criteria and segment the entire market based upon that selected criteria. While demographic variables are easy to use and simple to apply in creating market segments, they are usually not sufficient to create a truly useful and profitable market segments. Behavioral and psychographic variables are usually much more likely to produce actionable segments. See Chapter 8 for an in-depth discussion of how to segment markets and create actionable segments. You need to discuss and define all the segments you have identified using your chosen criteria, not only the segment you intend to choose as your target market

### **Step Three - Identify the needs of the segments**

- For each segment identified in step 2, define the customer needs for that segment. You may define the needs in terms of variables and issues addressed in any total product definition such as, that particular market segments need for service, warranty, product benefit/attribute, image, financing, availability etc. Or from a pure need standpoint that is non-product category specific.

### **Step Four - Identify the Product Line Offered by Your Company and Compare with the Competition**

- A product line is the complete set of product offerings one company has to offer customers for a particular product category. List your company's product line for the product category in which your chosen product belongs. Match each product offering to the market segments you have defined to exist. Choose at least three competitors and identify their product lines for the same product category, and indicate the product that directly competes with your chosen product.

### **Step Five - Identify how your product meets the needs of your target market**

- From the segments you identified in Step two and defined in Step 3; identify which is the target market for your chosen product. Discuss how your product meets the needs of the target market.

### **Step Six - Define your Competitive Advantage**

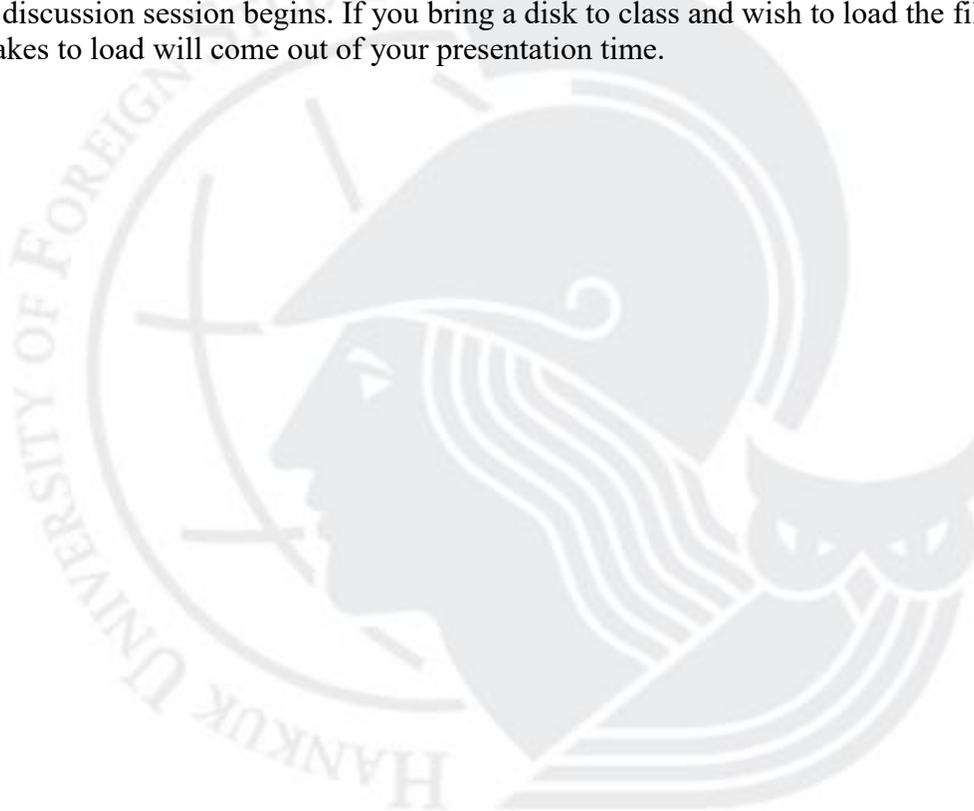


- Evaluate your products ability to beat the competitor's product offering to your targeted market. What is your competitive advantage? Provide a positioning statement for your product that defines your competitive advantage in terms of a consumers needs/wants to be satisfied by your product.

## TIME CONSIDERATIONS

Each team has 10 minutes to present. You will **not be allowed** to run over time. It is your teams' choice as to how much time to spend on each slide. Make sure you practice your presentation ahead of time. For those teams that run over time and must stop before they have finished their complete presentation, their "oral presentation quality" portion of the project grade will reflect the teams inability to control their use of time.

You are required to upload your PowerPoint presentation to D2L before your discussion class begins. Your TA will access the files immediately prior to beginning class on the day of presentations in order to have all presentations cued and ready. The presentation files are due before your discussion session begins. If you bring a disk to class and wish to load the files, then the time it takes to load will come out of your presentation time.





**Project 2 Evaluation Grade Sheet**

Principles of Marketing

**Total Presentation/Project Grade** \_\_\_\_/100 \_\_\_\_%

Discussion & Team number: \_\_\_\_\_

Company & Brand name: \_\_\_\_\_

Team members:

<b>Quality of Information Provided (20 pts)</b>	<b>Total</b> ____/20					<b>____%</b>
1. How current is the Data/information	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
2. Depth/Breadth of the information provided	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3. How appropriate/useful is the data/information	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
4. How reliable are the Data/information sources, and how well is the data/info source cited	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Quality of Marketing Theory/Model application (20 pts)</b>	<b>Total</b> ____/20					<b>____%</b>
5. The Model/theory is appropriate for the analysis	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
6. The Model/Theory is used correctly	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
7. Complexity of the Models/Theories applied	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
8. Completeness of the Model/Theory application	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>



**Quality of the Analysis (20 pts)**

**Total** \_\_\_\_/20 \_\_\_\_%

- |  |          |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|----------|
| 9. The analysis is based upon actual data/information  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 10. The analysis is appropriate for the problem  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 11. The analysis provides insight into current/future situation and includes managerial action/strategic decisions | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 12. The analysis integrates data/information, theory/model, and creative thinking                                  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**Quality of the Presentation (40 pts)**

**Total** \_\_\_\_/40 \_\_\_\_%

**Visual Presentation Quality**

- |   |          |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|----------|
| 13. Slides are professional in appearance   | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 14. Organization of slides strengthens the analysis, following a logical sequence with smooth transitions | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 15. Statements in slides are complete and easy to understand  | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 16. Images/graphics/charts are clear and add information or understanding                                 | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**Oral Presentation Quality**

- |   |          |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|----------|
| 17. Spoken Script is well planned and provided in Notes section of slides | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 18. Oral presentation skills are practiced/professional                   | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 19. Presenters maintain good eye contact, rate of speech, volume          | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 20. Presentation stays in time limit and uses time well                   | <b>0</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |



### **PROJECT 3**

#### **Advertising and Sales Promotion**

**Goal:** The goal of this project is to discuss the advertising and sales promotion strategy of your company.

**Directions:** To study the advertising and sales promotion strategy followed by your company.

Step1:

- Identify four different ads used by your company. Make sure that the ads are from at least two different media.

Step 2:

- For each ad, identify the objective of the advertisement.
- For each ad, identify the message style
- Is the message style appropriate for the message

Step 3:

- Discuss the choice of media in terms of reach, frequency and media impact
- Describe the media vehicles used by the company. Are they appropriate for the target market?

Step:4:

- Identify the sales promotion tools used by your company.
- Identify the objective of each sales promotion tool
- Recommend some better sales promotion tools that can be used by the company.

Step 5:

- Does the company have salespeople.
- Do you agree whether the choice of having or not having salespeople is appropriate for your company?

Step 6:

- Does the company have a public relations department
- Please locate a recent situation where the public relations department played an important role.

#### **Critical Project Format Information**

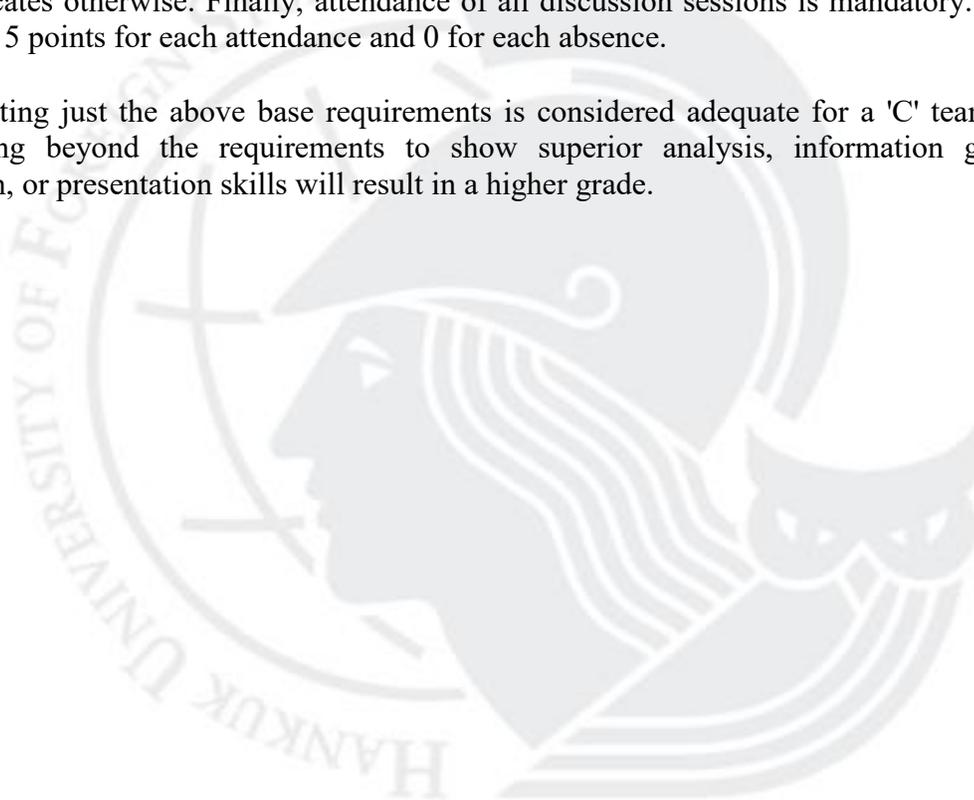
***Each team will:***



1. Create a PowerPoint presentation of the advertising and promotion strategy
2. In addition to the presentation slide content, each slide will include the detailed written script inserted into the notes window of the PowerPoint slide containing the oral portion of your presentation.
3. Each team will make a very brief oral presentation to the class (5 minutes).
4. Each team may utilize hand-outs or other visuals to class if appropriate.
5. All materials will be uploaded on D2L project folders.

**Grade:** Your grade will be based upon the information you provide in the power point files submitted on D2L and the quality of your presentation given in class. All team members will receive the same grade unless information provided in the peer evaluation form at the end of the course indicates otherwise. Finally, attendance of all discussion sessions is mandatory. Students will receive 5 points for each attendance and 0 for each absence.

**Note:** Meeting just the above base requirements is considered adequate for a 'C' team project grade. Going beyond the requirements to show superior analysis, information gathering, organization, or presentation skills will result in a higher grade.





### Presentation Framework for Project 3

Your PowerPoint Presentation of Project 4 will include all the project information created during Steps 1-6, however you will not have time to discuss all the information in your oral presentation. As a team you need to decide the critical information to present to the class, how many slides to include in the presentation, and how much time to spend on each slide.

#### Step 1:

- Please identify 4 different ads used by your company in the recent past. Try to find ads from different media. You can use google to find print versions of the ads, and Youtube to find TV versions of the ads. Show these ads to the class.

#### Step 2:

- For each ad, identify the objective of the advertisement.
- For each ad, identify the message style
- Is the message style appropriate for the message

#### Step 3:

- Discuss the choice of media in terms of reach, frequency and media impact
- Describe the media vehicles used by the company. Are they appropriate for the target market?

#### Step 4:

- Identify the sales promotion tools used by your company.
- Identify the objective of each sales promotion tool
- Recommend some better sales promotion tools that can be used by the company.

#### Step 5:

- Does the company have salespeople.
- Do you agree whether the choice of having or not having salespeople is appropriate for your company.

#### Step 6:

- Does the company have a public relations department
- Please locate a recent situation where the public relations department played an important role.

### TIME CONSIDERATIONS

Each team has 5 minutes to present. You will **not be allowed** to run over time. It is your teams' choice as to how much time to spend on each slide. Make sure you practice your presentation ahead of time. For those teams that run over time and must stop before they have finished their



complete presentation, their "oral presentation quality" portion of the project grade will reflect the team's inability to control their use of time.

You are required to upload your PowerPoint presentation to D2L before your discussion class begins. Your TA will access the files immediately prior to beginning class on the day of presentations in order to have all presentations cued and ready. The presentation files are due before your discussion session begins. If you bring a disk to class and wish to load the files, then the time it takes to load will come out of your presentation time.





### Project 3 Evaluation Grade Sheet

Principles of Marketing

**Total Presentation/Project Grade** \_\_\_\_/100 \_\_\_\_%

Discussion & Team number: \_\_\_\_\_ Company & Brand name: \_\_\_\_\_

Team members:

**Quality of Information Provided (20 pts)** **Total** \_\_\_\_/20 \_\_\_\_%

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1. How current is the Data/information  | 0 | 1 | 2 | 3 | 4 | 5 |
| 2. Depth/Breadth of the information provided  | 0 | 1 | 2 | 3 | 4 | 5 |
| 3. How appropriate/useful is the data/information   | 0 | 1 | 2 | 3 | 4 | 5 |
| 4. How reliable are the Data/information sources,<br>and how well is the data/info source cited | 0 | 1 | 2 | 3 | 4 | 5 |

**Quality of the Analysis (20 pts)** **Total** \_\_\_\_/40 \_\_\_\_%

- |  |   |   |   |   |   |   |
|--|---|---|---|---|---|---|
| 5. The analysis is based upon actual data/information  | 0 | 1 | 2 | 3 | 4 | 5 |
| 6. The analysis is appropriate for the problem   | 0 | 1 | 2 | 3 | 4 | 5 |
| 7. The analysis provides insight into current/future situation<br>and includes managerial action/strategic decisions | 0 | 1 | 2 | 3 | 4 | 5 |
| 8. The analysis integrates data/information,<br>theory/model, and creative thinking                                  | 0 | 1 | 2 | 3 | 4 | 5 |

**Quality of the Presentation (40 pts)** **Total** \_\_\_\_/40 \_\_\_\_%

***Visual Presentation Quality***

- |  |   |   |   |   |   |   |
|--|---|---|---|---|---|---|
| 9. Slides are professional in appearance   | 0 | 1 | 2 | 3 | 4 | 5 |
| 10. Organization of slides strengthens the analysis,<br>following a logical sequence with smooth transitions | 0 | 1 | 2 | 3 | 4 | 5 |
| 11. Statements in slides are complete and easy to understand   | 0 | 1 | 2 | 3 | 4 | 5 |
| 12. Images/graphics/charts are clear and add<br>information or understanding                                 | 0 | 1 | 2 | 3 | 4 | 5 |



## STUDENT PROFILE

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_ @ \_\_\_\_\_

Work Experience \_\_\_\_\_

Intended Major \_\_\_\_\_

