

Syllabus
MKT2101 Research Project in Marketing
Prof. Dr. André Richelieu
Summer Semester 2024
Hybrid seminar

Level	Bachelor
Credits	8 ECTS
Student Contact Hours	5 (45 minutes)
Workload	240 hours, thereof contact time 75 hours (5 hours per week x 15) and self-study time 165 hours
Prerequisites	MCO 2051 Fundamentals of Marketing
Time	Tuesdays: 15:30 - 17:00; Wednesdays: 15:30 - 18:45
Room	W1.5.02: Tuesdays & Wednesdays
Dates	see online time table: https://hic.hs-pforzheim.de/lstf
Registration	There is a seat limit for the course: please register via e-Mail to isp@hs-pforzheim.de ; registration starts 04.03.2024 and ends 14.03.2024 at 12pm.
Zoom info	https://uqam.zoom.us/j/82694137543?pwd=STBZZkE5WEtmVk9wRUtLTnpwVUx5QT09 ID: 826 9413 7543 Code: 626808
Professor	Name André Richelieu, PhD Office Hours To be determined Email arichelieu@yahoo.com

Summary

The main pedagogical objective of this seminar is to enable students to apply the knowledge they acquired and the competencies they developed in previous marketing courses. Indeed, students shall build a marketing plan for a product, service or brand of an existing or new organization. This will be summarized in a power point presentation and will be presented at the end of the semester (please, see details below under the “Assessments” section).

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
1 Expert Knowledge	
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	... to demonstrate their basic knowledge in different fields of Marketing and apply this theoretical knowledge to a practical problem.
2 Digital Skills	
2.2 ...to effectively use and apply information systems to develop solutions in business settings.	... to handle Internet and database research tools, as well as use Power Point for the final Marketing Plan presentation.
3 Critical Thinking and Analytical Competence	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to identify key problems and select adequate frameworks/methodologies to solve them.
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to critically discuss problems and challenges and its causes and consequences, as well as risks and benefits.
4 Ethical Awareness and Sustainability	
5 Communication and Collaboration Skills	
5.1 ...to express complex issues effectively in writing.	... document the solution of the Marketing plan of a company in writing.
5.2 ...to demonstrate their oral communication skills in presentations.	... present the solution of the Marketing plan to the class.

5.3 ...to work successfully in a team by performing practical tasks.	... collaborate in teamwork when developing the marketing plan.
6 Internationalization	
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	... integrate themselves into multi-cultural teams by reflecting on cultural difference and resolving culture-based issues.

Assessments

Students will be marked on:

1. A marketing plan, including the oral presentation (**June 19**): 80%.
2. An active individual contribution to the seminar (**throughout the seminar**): 20%

1) A marketing plan, including the oral presentation (80%)

Assignment. In teams of three or four, depending on the number of people enrolled, students will build a marketing plan for a product or service of their choice, approved by the Professor. The project ("B-to-B" or "B-to-C") will be real and unique to each group.

Should you want to make the exercise even more concrete, you can borrow the case of the organization you currently work for, if that is the case. The choice of the subject and the formation of teams are your own responsibility, and must be completed by **March 20**, at the latest. Teams and organizations will be confirmed by e-mail to arichelieu@yahoo.com. Allow for a second choice of organization, in case your first selection has already been made; first come, first served.

Content. Using the material seen in class, your individual and group work, as well as primary and secondary data, students will prepare a marketing plan. The report should contain the following information:

- An executive summary (synopsis) outlining the main points of the report, including conclusions and recommendations. This one-page synopsis is inserted at the beginning of the document, immediately after the cover page with the title of the project, your names, etc.;
- A presentation of the selected product or service. This includes the characteristics of the product or service for which you will be developing the marketing plan, based on information gathered from the organization. The presentation of the product's or service's characteristics must be real;

- A marketing plan, in which the "4 Ps" are addressed and integrated. Numbers will support your analysis and argument. This includes, but is not limited to, production costs, pricing, sales forecasts, revenue and profit projections over five years, in a rigorous and realistic manner. Recommendations at this level are highly desirable;
- A conclusion that identifies the salient points and summarizes the report's recommendations, including a five-year outlook for the product or service, brand and organization studied;
- A bibliography;
- Appendices, if required.

Assessment criteria. The assessment criteria for this assignment are closely linked to the competencies covered by the practical project and relate to the content and format of the report. These criteria are listed below (80 points in total):

- Report content: The clarity of the main ideas and recommendations of your marketing plan; the research and analysis you have undertaken; the structure of your presentation; the sequence of your approach and demonstration; the originality of your recommendations and their practical significance (20 points);
- Report format: The document is aesthetically pleasing and professional, including quality of spelling and grammar, spacing, font size, choice of colors and use of graphics and images; appropriate combination of text and ideas in point or dash form (20 points);
- Oral presentation of the marketing plan: What is the overall quality of the oral presentation of the content (10 points), the format of the presentation (10 points) and the individual performance of each team member (20 points)? (Sum for the oral presentation = 40 points).

Format and deadline.

- The report will contain a maximum of 20 pages, all inclusive, in power point format;
- Text should be in Arial type, 18 pts or larger (the font size limit does not apply to tables and figures);
- The presentations will take place on **June 19**, with a maximum of 20 minutes allocated for each exposé: all team members must be present on stage to be graded;
- The electronic version of the report in power point format will be sent to the professor no later than **3:30 p.m. on June 26, German time**, at arichelieu@yahoo.com.
- During the week of June 24, students will fine-tune their written report (ppt), thanks in particular to the Professor's feedback following the oral presentations.

- Should the file size be too large, a pdf version can be sent. Please check that your document is virus-free before transferring it!
- Students must submit, no later than June 26, at 3:30 pm, German time, their cross-evaluation sheets completed individually (please, mention your team's name in the title of your e-mail and on the sheet itself; this cross-evaluation sheet can be found on the last page of the syllabus). Students' grades can be adjusted accordingly, if needed.
- Please, clearly identify the team you belong to in the message header of every correspondence.
- Note: late submissions will not be corrected and will receive a grade of zero for the written report.

2) An active contribution to the seminar (20%)

What am I looking for? A learning experience is a joint responsibility between the Professor and the students. Furthermore, I intend to make this class a true seminar. Consequently, students' participation is instrumental in the dynamics of the course and the learning process. This means that students are expected to participate in a constructive way, even those who are introvert. In this regard, I will consider the frequency and quality of interventions, and how these interventions do contribute to the students' learnings and the class dynamics. This includes, without being limited to, the exercises I shall assign to the class throughout the seminar.

The grade that each student shall receive will reflect their continuous contribution to the class through discussions, debates and exercises.

More specifically, students are expected to participate in the following ways:

- Be present at each session, from start to finish, with their camera open during online sessions, AND with their cellphone stored away during in-person classes;
- Contribute to the sessions during our discussions, debates and exercises; AND
- Participate actively and constructively in the 'synthesis of syntheses' exercise we shall hold collectively at the end of our seminar – the latter shall enable you to complement your final contribution grade for the seminar.

Teaching method

During class hours, the Professor will have individual team meetings to review and discuss the progress of your work.

You should aim to have for the respective round drafts of the following parts available:

- Round 1: Description of the product, service or brand idea;
- Round 2: “Storyboard” of the presentation (slides with headings and rough idea of content) and segmentation;
- Round 3: Draft of external analysis and competitor analysis;
- Round 4: Draft of product, service of brand;
- Round 5: Draft of branding and pricing;
- Round 6: Draft of place and promotion;
- Round 7: Final questions.

Please, note that presence and participation are mandatory. Subsequently, students who register for this course must participate and commit to all sessions. Otherwise, please, refrain from registering altogether!

Moreover, as underscored earlier, your camera should be open during the entire online sessions. During in-person sessions, cellphones and other electronic gadgetry distractions must be closed and stored away (unless they are required for specific pedagogic purposes).

Literature and course materials

The books listed below should give you insights on selected topics. All books are available at the library:

- Jobber, D./ Fahy, J. (2022): Foundations of Marketing, McGraw-Hill Higher Education, 7th edition. ISBN-13: 978-1526849007.
- Kotler, P./Keller, K.L./Chernev (2021): Marketing Management, Pearson, 16th edition, Global Edition. ISBN-13: 978-1292404813.

COURSE TITLE: Research Project in Marketing

STUDENT NAME: _____

TEAM NAME: _____

In the table below, you shall assess the contribution of every team member, including yours, by providing a grade between 0 and 100%. Be fair and respectful, please!

Name of the team member	Grade of the team member out of 100%
Member 1:	Grade:
Member 2:	Grade:
Member 3:	Grade:

BEST OF LUCK!

ENJOY OUR RESEARCH JOURNEY!