

UNIVERSITY OF STIRLING

DIVISION OF MARKETING STIRLING MANAGEMENT SCHOOL

45M7 MARKETING DECISIONS COURSE

INTRODUCTION

In September 2010 the Marketing Decisions course will celebrate its 19th anniversary. The Scottish Higher Education Funding Council (SHEFC) previously assessed this course as part of its national teaching quality assessment exercise, to be "evidence of best practice" in management education. It is taken as a final year core course by Honours degree students in Marketing and those who will graduate in Marketing as part of a combined degree. The Marketing Decisions project is structured to enable groups of 6 or 7 students to be assigned to the investigation of a particular marketing topic currently facing an individual organisation. At the end of the 10-week period the organisation will receive a written report and a group presentation on the conclusions and recommendations of their investigation. Previous clients have ranged from one-person businesses through to international organisations in private, public and not-for-profit sectors. Further points of detail are discussed below.

AIMS

- 1) The principal aim of the course is to develop the students' ability to make marketing decisions typical of those undertaken within the contemporary marketing environment.
- 2) The course provides an effective and efficient mechanism to enhance business and university co-operation through the use of marketing skills resources in the local community.
- 3) The student should accumulate an increased appreciation of the practical application of marketing theory acquired in earlier courses and be better prepared for a forthcoming career using marketing.

OBJECTIVES

- a) To demonstrate the practical application of marketing techniques.
- b) To develop research and inquiry skills.
- c) To make and communicate marketing decisions to the benefit of client organisations.

OUTPUT

1. Each project will produce a written progress group report and make a personal presentation to the client 4 weeks after the start date.
2. Each project will produce a written final group report and make a personal presentation to the client 10 weeks after the start date.
3. Projects should deliver output that will be of direct value to the client organisation in making practical marketing decisions.

INPUT

1. Each client project will be allocated a group of 6 or 7 final year Honours undergraduate students of Marketing.
2. The University will provide, on average, not less than 4 staff contact hours on each project group each week.
3. Each project will be assigned to a member of the Marketing Decisions teaching staff to provide advice and guidance, specific to each project, as befits the course aims and objectives.
4. Each project will require that students work, independently as individuals and as a group, all hours necessary to ensure completion of the project to the specified standards within the timetable stipulated. Typically, 750 hours will be spent on each project.
5. Clients are free to determine the extent of their own input to the project in terms of meetings with the project group, or its representatives.
6. The course is staffed by:
Prof James A Young, Professor of Applied Marketing.
Marcus Thompson: Consultant and Recognised Teacher of the University.

2010 TIMETABLE

<i>Until September:</i>	Clarification and confirmation of project details for mid-September start date.
<i>Week 1 w/c 13 September:</i>	Introduction of project content and allocation of students to project groups.
<i>Week 2 w/c 20 September:</i>	Student groups meet with client organisations to receive project brief.
<i>Week 3 w/c 27 September:</i>	Assess the situation and prioritise actions.
<i>Week 4 w/c 4 October:</i>	Establish action plan with targets and decisions.
<i>Week 5 w/c 11 October:</i>	Assignment 1 - Group progress report and presentation to client and University staff
<i>Week 6 w/c 18 October:</i>	Assignment 1 - feedback from staff and appraisal. Project research.
<i>Week 7 w/c 25 October:</i>	Project research
<i>Week 8 w/c 1 November:</i>	Project research.
<i>Week 9 w/c 8 November:</i>	Project research.
<i>Week 10 w/c 15 November:</i>	Report preparation.
<i>Week 11 w/c 22 November:</i>	Assignment 2 - Submission of group written report and group presentation to client and University staff.
<i>Week 12 w/c 29 November:</i>	Assignment 2 - Feedback from staff and appraisal.
<i>Week 13-14:</i>	Examinations.
<i>End-November - December:</i>	University staff and client:- project appraisal and identification of further project progress.

COSTINGS AND CONDITIONS

1. Financial support is sought only for the team's direct project expenses incurred such as research materials, mileage, telephone, postage, printing, travel and subsistence away from Stirling etc.
2. Experience from previous years suggests that project budgets typically will fall within the range of £750-£2,500 in 2010. However, the exact budget level is dependent upon the scale and project tasks that the client wants undertaken.
3. The project inputs from the University academic staff are provided free of charge as part of their central teaching duties.
4. Financial support will be administered through the University's finance system to ensure monitoring and control of expenditure. All expenditure must be accounted for by the submission of expenses claims forms and receipts.
5. All expenditure must be approved by either the course staff or the Head of Division of Marketing.
6. Clients will be invoiced by the University for 50% of the agreed project total after week 3. The remaining balance outstanding will be invoiced upon submission of the report.

ADDED BENEFITS

1. The proposal provides a mechanism for the client to benefit from student and staff resources of the Division of Marketing.
2. Only the marginal costs outlined are incurred in the procurement of these benefits; it will be appreciated that these costs are considerably below those that would apply under the Division's normal commercial consultancy services.
3. The course is a compulsory component of the BA (Hons) degree in Marketing which, by ensuring an ongoing stream of project opportunities at a predetermined time each year, may present possibilities for further co-operation.
4. The innovative nature of the programme, coupled with the interaction and co-operation of students and industry, may provide publicity opportunities for the organisations concerned.

CONTACT AND FURTHER INFORMATION

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