
University of Guelph

Department of Marketing and Consumer Studies
Market Analysis and Planning: MCS*3500, Winter 2012

Instructor: Towhidul Islam
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Lecture: **Section 1:** Thursdays 7:00 – 8:20 pm, Room: MINS 300
Lab (1): Fridays 8:30 - 9:50 am, Room MACS 311A.
Lab (2): Fridays 11:30 - 12:50 pm, Room MACS 311A.

Section 2: Tuesdays 8:30 – 9:50 pm, Room: MINS 300
Lab (1): Thursdays 2:30 - 3:50 pm, Room MACS 311A.
Lab (2): Thursdays 4:30 - 5:20 pm, Room MACS 311A.

Office Hours: Mondays 11:30 - 1:30 pm & Thursdays 5:30 –6:30 pm or by Appointment

Graduate Teaching Assistants (GTAs):

Section 1: Amy Faria, afaria@uoguelph.ca
Office hours: Wednesdays 1:00 - 2:00 pm, Room MINS 210

Section 2: Fangzhou Xu, fxu@uoguelph.ca
Office hours: Thursdays 1:00 - 2:00 pm, Room MINS 216A

Course Description and Objectives

This course teaches decision making theory and the methods of analysis that support decision making in the marketing discipline. Topics include customer, competitor and market analysis and methods such as forecasting and decision modeling.

The main objectives are (a) develop your ability to make decisions using analytical tools and sound research; (b) translate analytical findings into strategic decision making; (c) become an intelligent users of available analytical tools and techniques. In this course, you will learn how to analyze marketing data to help make decisions about market segmentation and target market selection; new product and service development; product positioning; determine customer lifetime value and decision making based on market response models. Specifically, we will use Excel and Excel Add-Ins software to learn how to use different analytical tools and interpret the results.

Main Text: Lilien, G. L., Rangaswamy, A. and De Bruyn, A. (2007), Principles of Marketing Engineering, Trafford Publishing.

Software: Marketing Engineering for Excel (available in Lab MACS 311A)

Evaluation Procedure:

Cases (involves market data analysis) (5)

60%

Group Assignments* (maximum 4 students from same lab section)

* Individual mark will be based on average peer evaluations (confidential) from remaining group members and GTA. Your GTAs will keep track of your lab participation. Please bring to GTA's notice (early), if you anticipate any group conflict. There is penalty (10% deduction for each day) for the late submission.

Case 1: Market Response Model: <i>Allegro Smart Sheet</i>	12%
Case 2: Customer Life Time Value: <i>Northern Aero Loyalty Program</i>	12%
Case 3: Segmentation and Targeting: <i>Conglomerate Inc.'s New PDA</i>	12%
Case 4: Positioning: <i>Positioning BlackBerry Pearl</i>	12%
Case 5: New Product Design: <i>Forte Hotel Design</i>	12%

All cases are already posted in D2L. Lab Tutorials are available in D2L and also in MACS 311A with software "Marketing Engineering for Excel" (except for case 1).

Final Exam

40%

Class Schedule

		Activities and Readings	
Week of	Module	Labs	Lectures
Jan. 9	Marketing Decisions and Tools for Market Analysis and Planning	No Lab during First Week	→ Course Overview → The Emerging Marketing Decision Environment → Tools for Market Analysis Suggested Readings: 0 Chapter 1: Main Text
Jan. 16		<ul style="list-style-type: none"> ● Group formation ● Market Response Models using Excel ● Introduction to Excel Solver: <i>Allegro Smart Sheet (case)</i> Suggested Readings: <i>Allegro Smart Sheet (case))</i>	→ Tools for Market Analysis Suggested Readings: 0 Chapter 1: Main Text
Jan. 23	Customer Value Assessment and Valuing Customers	<i>Allegro Smart Sheet (case)</i>	→ The Concept of Customer Value & Approaches to Measuring Customer Value Suggested Readings: ● Chapter 2: Main Text

Jan. 30		<p>Case on Customer Lifetime Value: <i>Northern Aero Loyalty Program</i>,</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● CLV Tutorial.pdf ● <i>Northern Aero Loyalty Program</i> (case) <p>● Case 1 due</p>	<p>→ The Concept of Customer Value & Approaches to Measuring Customer Value</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Chapter 2: Main Text
Feb. 6	Segmentation and Targeting	<p>Analysis: <i>Northern Aero Loyalty Program</i></p>	<p>Segmentation and Targeting</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Chapter 3: Main Text
Feb. 13		<p>Case on Market Segmentation: <i>Conglomerate Inc.'s New PDA (2001)</i></p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Market Segmentation Tutorial.pdf ● <i>Conglomerate Inc.'s New PDA (2001)</i> (case) <p>● Case 2 due</p>	<p>Segmentation and Targeting</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Chapter 3: Main Text
Feb. 20	Winter break		
Feb. 27	Positioning	<p>Case on Market Segmentation: <i>Conglomerate Inc.'s New PDA (2001)</i></p>	<p>→ Positioning</p> <p>→ Perceptual and Preference Maps</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Chapter 4: Main Text
March 5		<p>→ Case on Positioning: <i>BlackBerry Pearl</i></p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Positioning Tutorial.pdf ● BlackBerry Pearl (case) <p>● Case 3 due</p>	<p>→ Positioning</p> <p>→ Perceptual and Preference Maps</p>
March 12	New Product and Service Design	<p>→ Case on Positioning: <i>BlackBerry Pearl</i></p>	<p>→ New Product and Service Design</p> <p>→ Conjoint Analysis for New Product Design</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> ● Chapter 6: Main Text

March 19		0 Case Analysis on New Product Design: <i>Forte Hotel Design</i> Suggested Readings: 0 <i>Conjoint Tutorial</i> 0 <i>Forte Hotel Design (case)</i> 0 Case 4 due	→ New Product and Service Design (continue) 0 Chapter 6: Main Text
March 26	Review	0 Case Analysis on New Product Design: <i>Forte Hotel Design</i>	Review
April 2		0 Case 5 due No Lab during last week	Review
April 13		Final Exam 8:30 -10:30 am	

Academic Integrity: University of Guelph places emphasis on academic integrity. Plagiarism and other forms of academic dishonesty will be dealt with the official policies of the university. I will be holding you, as a student, to a high standard of integrity and professional conduct.

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.