

Marketing and Consumer Studies

MCS*1000 INTRODUCTORY MARKETING W17

0.5 Credits

General Course Information

Instructor(s):

Sergio Meza (smeza@uoguelph.ca)

Teaching Assistants:

Aisha Mohammed (amoham05@uoguelph.ca)

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Class Times and Location:

Wednesdays (Sergio Meza): 7:00 PM to 9:00 PM RICH, Room 2520

Course Description

This course covers the marketing of both products and services. Students will be introduced to the theoretical concepts through independent reading, lectures and class discussions and have the opportunity to apply these concepts through game simulations and online assignments.

This course is an examination of the process of marketing which includes: analyzing, planning, implementing, coordinating, and controlling programs involved in the conception, pricing, promotion, and distribution of products, services, and ideas designed to create and maintain beneficial exchanges with target markets for the purpose of achieving public and private organizational objectives. The course gives equal consideration to the marketing of goods and services.

Course Learning Outcomes

1. To understand the importance and role of marketing in the firm and in society.
2. To understand the marketing planning process and its components in both the product and service situations. Discuss the management and activities of both product and service organizations.
3. To develop the ability to apply marketing concepts and tools across a broad spectrum of situations, including small and large firms as well as profit and not-profit organizations.
4. To foster the development of marketing decision-making, problem-solving, teamwork and analytical skills through: application of hands-on simulation of the introduction of new products in a competitive multimarket.
5. Discuss current social responsibility, ethical issues and globalization strategies.

Indicative Content

Week	Date	Unit Topic and Assigned Reading	Seminar
1	Topic	Introduction to the course. The Marketing Process. (Chapter 1)	Instructions for Connect and LearnSmart
Endig on			
Jan 15	Assignments	<i>Read the Outline</i>	<i>Sign-in in Connect</i>
2	Topic	The Marketing Concept. The Marketing Eras. (Chapter 1)	Instructions for Research requirement
Endig on			
Jan 22	Assignments	<i>Practice Quiz due on Monday before 3:00PM EST (warm up homework not for mark but required for the top 8 out of 10 bonus)</i>	<i>Sign-in in SONA</i>
3	Topic	Understanding Consumer and Business Buyer Behavior. (Chapters 5 & 6)	Groups Assigned for online simulation
Endig on			
Jan 29	Assignments	<i>Quiz 1 due on Monday before 3:00PM EST</i>	<i>Sign-in for online simulation</i>
4	Topic	Segmenting, Targeting, Positioning. Company and Marketing Strategy. (Chapter 9)	Introduction to Simulation and first decisions
Endig on			
Feb 5	Assignments	<i>Quiz 2 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 1 Decisions due on Friday before 6:00 PM EST</i>
5	Topic	Company and Marketing Strategy. Developing New Products and Services. (Chapters 2 & 10)	Simulation: Next decisions. Group work Challenges
Endig on			
Feb 12	Assignments	<i>Quiz 3 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 2 Decisions due on Friday before 6:00 PM EST</i>
6	Topic	Managing Products and Services. Brand Management. Service Marketing (Chapters 11 & 12)	Prepare Your Basic Marketing Plan (Appendix A)
Endig on			
Feb 19	Assignments	<i>Quiz 4 due on Monday before 3:00PM EST</i>	<i>Submit Marketing Plan.</i>
Endig on			
Feb 26		<i>Winter Break</i>	
7	Topic	Pricing (Chapters 13 & 14)	Simulation: Analysis of initial results. Time to "fire" or "find another job"
Endig on			
March 4	Assignments	<i>Quiz 5 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 3 Decisions due on Friday before 6:00 PM EST</i>
8	Topic	Promotion Mix. Advertising. Direct Marketng. (Chapters 17 & 18)	Simulation: More advncd decisions
Endig on			
March 11	Assignments	<i>Quiz 6 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 4 Decisions due on Friday before 6:00 PM EST</i>
9	Topic	Peronal selling and Sales Management (Chapter 20)	Simualtion: Getting ready fo the final Periods
Endig on			
March 18	Assignments	<i>Quiz 7 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 5 Decisions due on Friday before 6:00 PM EST</i>
10	Topic	Marketing Channels. Retailing and Wholesaling. (Chapters 15 & 16)	Simulation: Final Quarter
Endig on			
March 25	Assignments	<i>Quiz 8 due on Monday before 3:00PM EST</i>	<i>Simulation Quarter 6 Decisions due on Friday before 6:00 PM EST</i>
11	Topic	Marketing Research. Gaining Consumers Insights. (Chapter 8)	Structure and content of Final Group Report
Endig on			
Apr 1	Assignments	<i>Quiz 9 due on Monday before 3:00PM EST</i>	
12	Topic	Marketing Environment. Ethical and Social Responsibility in marketing (Chapters 3 & 4)	Exam Review
Endig on			
Apr 8	Assignments	<i>Quiz 10 due on Monday before 3:00PM EST</i>	<i>Final Group Report on Online Simulation Due on Friday before 6:00 PM EST</i>

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Course link site.

Teaching and Learning Practices

This course uses a variety of materials and resources. One of your primary resources will be the course

website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

The required textbook is:

EBook: Connect with LearnSmart & Smartbook Online Access for Marketing © 2014

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William
125903383X 9781259033834 CANH

Or

Text Book + connect: Marketing with Connect with LearnSmart & SmartBook PPK © 2014

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William
1259107108 9781259107108 CANH

Seminar: For the seminar we will be playing a marketing online simulation. The simulation is run by “Marketplace” (see <http://gm.marketplace-live.com>) and it has been proved in top Universities in North America. To participate in the simulation, students must register in the website of the vendor.

On-Line Communication:

Important: The typical enrolment of this class ranges from 500 to 800 students. This may generate an enormous volume of questions and inquires (in the several thousands). Following the rules listed below may expedite the process, and your inquires and concerns will have a prompt response.

- This course has a website (see <http://courselink.uoguelph.ca/>). Please post any questions you may have to the discussion area, or otherwise bring your questions to class. The discussion area is structured by topics. For a prompt answer, make sure you are posting in the right topic area. **If you are starting a new topic make sure you include a relevant subject.**
- Please read all previous postings as they may contain the answer to your question. Questions posted in course link with, **that include a relevant subject** should expect a response time of 12 hours or less (24 hours during the weekend)
- If your matter is personal in nature, please contact your TA (email or in person) or the master class (MCS1000@uoguelph.ca). Please notice that emails will be replied at a slower pace (expect 24 hours or 48 hours during weekends) .
- I will be communicating with you in the main lecture and though the “news posting” in course link. You are required to check this account on a regular basis.
- You must also use your <uoguelph.ca> account for registering in all online components of this class. Failing to do so may cause problems in grade synchronization with course link.

Course Assessment

Assignment	Weight
Research Component	4%
Online Simulation	38%
3% initial marketing plan	
20% final result of the simulation 15% final report	
Weekly Online Quizzes (10 @ 2% each)	20%
Class Participation	3%
Final Examination	35%
Total	100%

Assignment Details:

Research Component

Details regarding the Research Component will be made available early on in the semester. Specific details of how to complete this requirement will be posted on Courselink.

IMPORTANT: This component of the course is entirely handled by the department of Marketing and Consumer studies.

Please **do not contact the instructor or TA's about this aspect of the course.**

Online Simulation (Marketplace Live)

Starting on week 5, students organized in groups will participate in an online simulation. The simulation has been designed to provide students hands on experience on the elements of marketing. The groups will compete against each other in the global market of personal computers. The simulation runs for six quarters and decisions are introduced as the course progresses. As soon as all groups have submitted their weekly decisions, the simulation will provide feedback on the progress of the team. As a summary the simulation includes a balance score card that computes an objective evaluation of several factors including marketing effectiveness, market share, sales, consumers satisfaction, financial performance, etc.. After quarter six of the simulation, all groups are expected to submit a final report. In this report groups will present (1) situation and competitive environment of their market; (2) their results and explanations; (3) lessons learned and limitations of the simulation; and (4) recommended strategies for the future.

As an extra incentive to perform well, the final result as shown in the Cumulative score card will be worth 10 of the 30 points of the simulation component. The remaining 20 points will be awarded based on the final report. The team with the highest score will receive 10 points. Other teams will receive the grade (rounded up to the next 0.5 mark) as a proportion with respect to the highest score (your mark= $10 \times \text{your Cumulative Score} / \text{highest cumulative score}$)

Marking Rubric for Assignments	
Description	Mark %
<p>1. Content and analysis: How well covered and analyzed are the 4 elements previously mentioned. ((1) Situation and competitive environment of their market; (2) their results and explanations; (3) lessons learned and limitations of the simulation; and (4) recommended strategies for the future.) The analysis itself will be evaluated considering: thoroughness, appropriateness and feasibility.</p>	40%
<p>2. Creativity: Which reflects how much can you think out of the box? How well can your team outstand from your class? It is your opportunity to incorporate originality. But, creativity cannot override feasibility.</p>	20%
<p>3. Marketing Concepts: How well can you incorporate studied marketing concepts to your analysis?</p>	20%
<p>4. Communication skills: This implies: clarity, conciseness, structure, use of appendixes, ability to engage reader.</p>	20%

Instructions to sign up for the online simulation:

To sign up for the simulation, you need 3 pieces of information: a GAME ID number (provided by the TA in week 3), a TEAM NUMBER (provided by the TA in week 3), and a LICENSE NUMBER (which you will purchase online via credit card according to the directions below).

Purchasing a License Number

1. Go to: <https://web.marketplace-live.com/home4/purchase/purchase.php>
2. Enter your Game ID number (provided by your instructor)
3. Enter your credit card information, including cardholder name as it appears on the card, the card billing address, card number and expiration date
4. After each payment transaction is processed, you are automatically sent a receipt via e-mail which includes your student license number.

Note: Some cards require the billing address and card number/expiration date, when processed, to match with the address on file with the bank. If the information entered in the system is incorrect, the card will be declined. Please contact ILS Orders at orders@ilsworld.com if you have any questions.

Student sign up (after you have purchased a Marketplace Student License Number)

1. Go to: gm.marketplace-live.com
2. Click on the <Sign in as student> link.
3. Enter the Student License Number under the "Getting Started" box.
4. Click on the <Sign up for a game> link.
5. Enter the Game ID number (provided by your instructor)
6. Choose the Team number assigned to you by the instructor.
7. Fill in the contact information and designate a password.
8. Verify your information and confirm that you have read the "Terms of Use" statement.

Student game play (once you have signed up):

1. Go to: gm.marketplace-live.com or access the **Marketplace Live** link on the top navigation bar.
2. Click on the <Sign in as student> link.
3. Enter your registered email address and password in the "Continue the Game" box.

Participation in the seminar simulation is encouraged as it is a fun way to apply acquired knowledge. The participation in the simulation requires, however, students to acquire a license (with an approximated cost of \$22). Students, who do not desire to participate in this activity, can instead submit 4 additional group case analysis (8.25 points each) to be assigned by the instructor. You may also see the instructor in case of special financial circumstances that may prevent you to acquire the software.

Team work:

Working in groups is always challenging. But as business students this is an activity that you need to be exposed to. Now, because it is not fair for some people to carry the whole load of a team, after quarter 2, I will allow changes in the compositions of teams. To do that we will use the tools used by firms in the real world.

Case 1: If an employee is not doing his/her expected work load, companies would fire this employee. Well if as a team you feel that one or two members are not contributing to the work of the team you can "fire" them. To do that you need to:

- 1) Have attempted several times to contact this student and have explained expectations!
- 2) If after the previous attempts you did not receive response or change in behaviour, please email one of the TA's cc-ing all members of the team (except the fired ones). In this email clearly indicate the name of the student that you want to fire and the reasons.
- 3) Be aware that a new employee (with similar standards of work to your team: based on minutes invested and activities performed) can be joining your team in lieu of the fired one.

Case 2: If an employee feels that he or she is too good for a company and that he/she could do better at a different company, this employee goes back to the job market and look for another job. In the same way, if you feel that you are working much more than your team mates and that you could do better in another team go ahead and look for another job. To do that you need to:

- 1) Email the TA requesting to find another job. Please explain your reasons.
- 2) Be aware that you'll be placed in a team with similar observed behaviour than yours (based on time spent on the simulation and performance of the team).

Past experiences: In the past all experiences in changes in team composition have resulted in happy ending stories. Most of the times complains among students are mainly the result of incompatibility of personalities. I do believe that once placed in the right team, all students are capable of excellent performance. And so far that has been my experience in past classes.

Important, we won't make any changes in the teams if they are not initiated by students.

Please be aware that even though, we'll make our best effort to coordinate all requested changes, due to space availability some changes may not be feasible to perform.

Weekly Online Quizzes

There are 11 weekly online Quizzes. Quizzes use the adaptive tool “LearnSmart” included in **Connect**. You can access **Connect** directly via the link on the top navigation bar of your course. Students may complete the assignments at their own pace. The adaptive tool would automatically give feedback on the content that needs further clarification. By the due date it is expected that students complete between 70 to 100% of the learning objectives of the week. Quizzes would be graded based on the completion rate. Assignments below 70% will be given a mark of “0”. The Quizzes are based on the chapter (s) covered in the week the home work is due. When two chapters are covered in one week, the grade will be the average mark of both chapters (assignments in LearnSmart). The first Quiz is a “practice one” and the mark for this week won’t count towards the final. After the due time, students may still complete the homework (but not for mark). As a bonus for **students completing all 11 Quizzes (including those completed after the due time, but before the last day of classes)** at the end of the semester, the best 8 out of 10 grades would be used for your final mark. Quizzes submitted after the due time will get a mark of 0. Because technology can fail, please complete your home work well in advance.

Note:

1. Connect is a required component of this course with 20% of your grade associated to it. In order to get Connect, you need to purchase either the Textbook or the eBook. Students in financial distress situations, who cannot purchase the book, should contact the instructor to discuss alternatives.
2. Students who purchase the online version will have option to order from McGraw a printed copy of the text in loose leaf format for an additional \$30 + S&H. This printed copy will be shipped to their homes.

Final Examination

The final exam, comprising 35% of the overall course grade, will cover the material from the entire course. The final examination for MCS*1000 may include multiple choice questions, true and false, fill in the blanks and short answer/essay style questions. Please note that the midterm tests and the final exam will emphasize both lecture and assigned reading materials. This includes written and verbal information disseminated during the lecture. For the final exam, you must check with the university website / academic calendar for times, dates and locations of the final exam.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.

When writing the final exam you must:

- (1) Write your name and student number on all documents including the exam question sheet and the scantron sheet.
- (2) Write the appropriate version code from your final exam on the scantron sheet.

If you do not write your name and student number on all documents or if you put the wrong final exam version code on the scantron sheet you will automatically be penalized a reduction of 5 points on your grade for the exam.

Class Participation in Seminars and Main Lecture

Active participation in seminars and lecture is expected. It will count for 3% of the final mark. Students may miss up to 2 classes without penalty. Students missing 3 classes (in either the lecture or the seminars) will get half of the credits. And no credit will be given if missing 4 or more classes (in either lecture or Seminar).

Class Participation in main Lecture

Starting in the second week of class, some questions and activities will be asked throughout the class. Students working in groups will record on a sheet of paper name and student number of all participants as well as the answers and assignments. Students leaving the classroom before the end of the class should be deleted from the sheet by the group mates. If a student not present (never came or left early) is added by a group, the group will miss the participation mark for the semester. To get credit for class participation in a given day you need to answer all the questions.

Additional Evaluation Details

All assignment deadlines are absolute. Extensions will only be granted on the basis of extenuating circumstances.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

Course Philosophy and Approach:

The simplest way to succeed in this class is to complete the assigned reading before class, and then listen and discuss the concepts in lecture. After lecture, complete a practice quiz in MyMarketingLab to assess your areas of strength, and those needing more attention. The seminars will allow you the opportunity to apply what you have learned in class, and to delve into the 'case method'. Finally, the simulation will complement your learning by applying hands-on what you covered in the lectures.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

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.