



Marketing and Consumer Studies

MCS*1000 INTRODUCTORY MARKETING Winter 2012



Instructor(s): Ashley van Herten
Email: vanherta@uoguelph.ca
Office Hours: Directly after class or by appointment

Teaching Assistants: TBA

Class Times and Location: Tuesday 7-9pm, ROZH 103

Course Description and Objectives:

This course covers the marketing of both products and services. Students will be introduced to the theoretical concepts through lectures and class discussions and have the opportunity to apply these concepts through case analysis and discussion.

This course is an examination of the process of 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 and thus includes coverage of areas such as developing service strategy, value creation, service performance measurement, and the impact of globalization and e-business.

Objectives:

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 the application of the case method to marketing problems.
5. Discuss current social responsibility, ethical issues and globalization strategies within both the product and service organizational context.

Course Materials and Resources:

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.

There are 3 main materials used in this course:

1. The textbook (either physical copy or e-book version)
2. Case Studies – discussed in seminars, and assignments based on the case studies
3. MyMarketingLab – an online software program that includes practice quizzes, the e-book of the text, study guides, digital copy of case studies, and other tools designed to help you maximize your grade in the course.

Select ONE of the TWO options below

1) "Deluxe" pkg info:

Please note this package contains the following components:

- Introduction to Marketing for U of Guelph by Armstrong/Lovelock/Adlam (2nd Custom Edition) textbook**
- E-BOOK of Introduction to Marketing for U of Guelph by Armstrong/Lovelock/Adlam (2nd Custom Edition)
- Custom MyMarketingLab access code with Cases by Pearson (cases are required for seminars)
- Custom MyMarketingLab Registration Instructions by Pearson

Package Title: Custom Introductory Marketing & MyMarketingLab RVP

Package ISBN 10: 013289954X

Package ISBN 13: 9780132899543

2) "Media-only" pkg info (no printed textbook)

Please note this package contains the following components:

- **E-BOOK** of Introduction to Marketing for U of Guelph by Armstrong/Lovelock/Adlam (2nd Custom Edition)
- Custom MyMarketingLab access code, with Cases by Pearson (cases are required for seminars)
- Custom MyMarketingLab Registration Instructions by Pearson

Package Title: Custom MyMarketingLab with Cases & Instructions RVP

Package ISBN 10: 0132905108

Package ISBN 13: 9780132905107

Note: The Government of Ontario requires that students be provided a no-extra-cost option for obtaining a course credit. The practice quizzes, ebook, study guide, and additional learning tools contained within MyMarketingLab (online software) are additional tools available to help you succeed in the course, and are contained within MyMarketingLab (that comes with both course materials options). Therefore, if you do not wish to purchase either of the course materials options, you can use the textbook on reserve in the University of Guelph library, and you can purchase a stand-alone case study package at the University Bookstore.

On-Line Communication:

- 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.
- If the your matter is personal in nature, and requires immediate attention, please email your instructor or your TA directly
- I will be communicating with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Marks allocated
Midterm 1	14%
Midterm 2	15%
Research Component	6%
Seminar Case Studies	20%
Final Exam	45%

**Please see course schedule for due dates*

Assignment Details:

Seminar Case Studies

You will be required to complete 6 Case Studies worth 20% of your final grade. More details regarding the case studies will be discussed in your seminar, and the seminar schedule is contained within this course outline.

The value of the case studies, is the discussion that takes places during the seminars themselves. As an active discussion requires the prompt attendance of the students, the following seminar regulations have been formed:

1. You must hand in your 1 copy of your assigned case study homework to the seminar TA in the first 5 minutes of the seminar. After 5 minutes, the submission will not be accepted.
2. You must stay till the end of the seminar, to have the opportunity to engage in the discussion, in order for your homework to be graded
3. In situations where assigned case study homework is assigned as a group task, then all group members are expected to follow items 1 and 2 above. Only those group members that attend the seminar will receive grades for the group assigned homework
4. All work is to be done individually unless the TA has explicitly stated that you are to work in groups
5. STAPLE your assignment papers together when handing in multiple-page assignments. Non-stapled assignments will not be accepted. If you feel this is going to be a problem, keep a stapler on you at all times, or delegate a class representative who is responsible for bringing a stapler to class.

Specific details of how to complete this requirement will be discussed in your seminar.

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. A separate GTA handles the research component; ***do not contact the instructor about this aspect of the course.***

Midterm Tests and Final Examination

There will be two mid-term tests throughout the term. These tests may include multiple choice questions, true and false, fill in the blanks and short answer/essay style questions. Together, the two tests are worth a total of 29%. Always consult the schedule to ensure you know when the test is scheduled for.

The final exam, comprising 45% 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 a midterm or 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 midterm or 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 midterm or final exam version code on the scantron sheet you will automatically be penalized a reduction of 5 points on your grade for the test/exam.

Additional Evaluation Details

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

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please email me during the first week of classes, CC'ing your CSD advisor who is to confirm your accommodation.

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 listen and discuss the concepts in lecture, take notes, and review the concepts in your textbook for further comprehension after 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'.

Lecture Topic Schedule

Modules	Lecture	Tuesday Discussion	
		Topic	Preparation for Class
Marketing Strategy and Ethics	1 Jan 10	Course Intro Managing Relationships Marketing Strategy	Chapter 1, 2 and 13
	2 Jan 17	Marketing and Society Marketing Environment and Information	Chapter 3,4 & 5
	3 Jan 24	Ethics in Services (Selected readings from Lovelock) Consumer and Business Buyer Behaviour	Chapter 6, 14
Consumer and Buyer Behaviour	4 Jan 31	In-Class Midterm 1	All material covered to date
	5 Feb 7	Segmentation, Targeting & Positioning	Chapter 7, 15
	6 Feb 14	Product Strategy	Chapter 8, 9
Goods	7 Feb 28	Product Development Pricing	Chapter 10, 16, 17
	Mar 6	Distribution Promotion	Chapter 11, 12, 18
	9 Mar 13	In-Class Midterm 2	All material covered since first midterm
Services	10 Mar 20	Service Design Understanding Service Quality	Chapter 19, 20, 23
	11 Mar 27	Employees Role in Service Delivery Building Loyalty	Chapter 21 and 22
	12 April 3	Guest Speaker Presentation Exam Review	

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

Seminar Schedule

Wk/Date	Homework	Itinerary	Marks
1/ Jan 9	No Seminar this week		
2/ Jan 16	No Seminar this week		
3/ Jan 23	None	TA intro The Case Method (PPT) Review of Seminar Schedule	
4/ Jan 30	Read Case 1 Prepare problem statement, symptoms, and SWOT hand in	Review <i>Suggested Format: General Discussion. TA to confirm.</i>	/2 (2% of final grade)
5/ Feb 6	Case 1 List alternatives (brief explanation), Set evaluation criteria, complete decision matrix, and complete recommendation for hand in	Review <i>Suggested Format: General Discussion – use blackboard for students to add their input on each portion, then discuss. TA to confirm.</i>	/2 (2% of final grade)
6/ Feb 13	No Seminar this week (week before Spring Break)		
7/ Feb 27	Read Case 2 Prepare problem statement, symptoms, and SWOT hand in	Review <i>Suggested Format: Student directed discussion. TA to confirm.</i>	/15 (4% of final grade)
8/ Mar 5	Case 2 List alternatives (brief explanation), Set evaluation criteria, complete decision matrix, and complete recommendation for hand in	Review <i>Suggested Format: Debate (split class into 2), TA to moderate. TA to confirm.</i>	/15 (4% of final grade)
9/ Mar 12	Case 3 Full case completion for hand in (as a Group 3-5 students, max 12 groups per section)	Review <i>Suggested Format: TA's discretion</i>	/30 (4% of final grade)
10/ Mar 19	Case 4 Full case completion for hand in (as a Group 3-5 students, max 12 groups per section)	Review <i>Suggested Format: TA's discretion</i>	/30 (4% of final grade)
11/ Mar 26	TA Directed Exam review class, & pick up case 4		
12/ Apr 2	No seminars this week		

Details on weekly submissions:

Week 4 and 7: 1 page max, single spaced, 12 point font.

Week 5 and 8: 1.5 pages max, single spaced, 12 point font

Week 9 and 10: 3 pages max, single spaced, 12 point font

No cover page, but must include: Name, Student ID, Section number, date, and name of case on the top of each submission.

If multiple pages, assignment MUST be stapled, or will not be accepted.

Content of submissions to be discussed in the seminar.

Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration:

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays:

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

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.

Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).