



**Marketing and Consumer Studies**  
**MCS\*1000**  
**INTRODUCTORY MARKETING**  
**Winter 2013**



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**Instructor(s):**

Sergio Meza ([smeza@uoguelph.ca](mailto:smeza@uoguelph.ca))

**Teaching Assistants:**

Alexandra Sponga ([spongaa@uoguelph.ca](mailto:spongaa@uoguelph.ca))

Kewen Chen ([kchen03@uoguelph.ca](mailto:kchen03@uoguelph.ca))

Bradley Bain ([bainb@uoguelph.ca](mailto:bainb@uoguelph.ca))

**Class Times and Location:**

**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, case simulation 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.

**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: application of the case method and hands-on simulation of the introduction of new products in a competitive multimarket.
5. Discuss current social responsibility, ethical issues and globalization strategies.

**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.

The required textbook is:  
**Marketing an Introduction**  
**Third Custom Edition for the University of Guelph**  
**By Armstrong/Kotler/Trifts/Buchwitz**

The text book comes with complimentary Customized MyMarketingLab

**Seminar:** For the seminar we will be doing two types of exciting activities: discussion of cases and running a marketing simulation. The cases are included in the customized text book . 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. Only registered students will be graded for this activity. More information will be provided in the coming classes.

**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
Research Component	6%
Case analysis (Marketing the NHL)	5%
Seminar Simulation	30%
Midterm Test	24%
Final Exam	35%
Total	100%
Class Participation (Bonus)	5%

*\*Please see course schedule for due dates*

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

**Case analysis (Marketing the NHL)**

For the seminar session of week 3 every student must submit a write-up report analysing the case 'Marketing the NHL'. The case is included in the customized textbook (the case can also be purchased from the Harvard Business Review site). The length of the report should not exceed 5 pages (not including summary, references or appendices). You are not limited to the number of appendices (tables, charts, diagrams, financial analyses) included to support your report. Your case report is due at the beginning of the third seminar class. Only electronic submissions using turnitin.com will be required.

### **Seminar Simulation**

For the simulation students will be forming groups of 4 to 5 people each. Groups will be competing in a simulated PC global market. Groups will be competing against each other. The simulation will be run for 6 periods and different level of decisions will be introduced as the course progresses. For each period students must submit their decisions and a 2 page report indicating current situation, planned strategy and lesson learned. For the last period of the simulation, the group must a final report. The length of the report should not exceed 5 pages (not including summary, references or appendices). The graded attributed to the simulation will be awarded as follows:

<b>Seminar Simulation</b>	<b>Marks</b>
5 weekly reports (3 points each)	15%
Final Report	10%
Final result (Cumulative Balanced Scorecard)	5%
<b>Total</b>	<b>30%</b>

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 \$30). Students, who do not desire to participate in this activity, can instead submit 4 additional group case analysis (7.5 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.

### **Midterm Test and Final Examination**

There will be a mid-term test throughout the term. This test may include multiple choice questions, true and false, fill in the blanks and short answer/essay style questions. The test is worth a total of 24%.

Always consult the schedule to ensure you know when the test is scheduled for.

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 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.

### **Class Participation**

For students interested in improving his/her final grade, class participation will be recorded. This bonus mark could add up to 5% in additional grades. Starting in the third week of class, some questions will be asked at the beginning and the end of the class. To get credit for class participation in a given day you don't need to answer all the questions, but at least some questions at both the beginning and the end of the class must have been responded. Also you don't need to answer all the questions correctly, but by the end of the course you need to have responded at least 50% correctly. Finally to get full credit you may not have missed more than 2 classes in the semester.

The answers will be recorded using Top Hat Monocle (<https://www.tophatmonocle.com/>). More information will be given the first two weeks of class.

### **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.*

*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.

Pre-class preparation:

*The course is based on an active 12-week semester. In our view the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis **before** entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare solutions to the assigned problems **PRIOR** to the class. These materials will be **DISCUSSED** in class.*

## Lecture Topic and Seminar Schedule

Week	Date	Topic	Preparation for Class
1	Lecture Jan 7 or Jan 8	Introduction to the course. The Marketing Concept. Sustainable Marketing. Ethics and social responsibility	Chapters 1 and 3
	Seminar Jan 9 or Jan 11	<i>Introduction to cases. In-class case discussion</i>	Case: "Marketing Fortified Foods in Developing Countries" (page 112)
2	Lecture Jan 14 or Jan 15	Company and Marketing Strategy. Marketing Environment.	Chapters 2 and 4.
	Seminar Jan 16 or Jan 18	<i>Marketing Simulation: Groups Formation. Registration Information. Case: In-class case discussion.</i>	Case: "Marketing Fortified Foods in Developing Countries" (page 112)
3	Lecture Jan 21 or Jan 22	Marketing Research. Gaining Consumers Insights	Chapter 5 Students registered in Top Hat Monocle
	Seminar Jan 23 or Jan 25	<i>Final instructions for case preparation</i>	Case: "Apple's Marketing Strategy for the iPhone" (page 74)
4	Lecture Jan 28 or Jan 29	Understanding Consumer and Business Buyer Behavior.	Chapter 6
	Seminar Jan 30 or Feb 1	<i>Case: Questions Simulation: Introduction</i>	Students Registered in Simulation
5	Lecture Feb 4 or Feb 5	Segmentation, Targeting and Positioning.	Chapter 7
	Seminar Feb 6 or Feb 8	<i>Discussion initial decisions. In-class case discussion</i>	"Marketing The NHL" (page 561) Case handed in at the beginning of the class
6	Lecture Feb 11 or Feb 12	Developing and Managing Products and Services. Brand Management.	Chapters 8 and 9
	Seminar Feb 13 or Feb 15	<i>Quarter 1 Results. Quarter 2 instructions: New product decisions.</i>	Quarter 1 report (or case 1). Qt 1 decisions due Sunday Feb 12, at 12:00
<b>Feb 18 to Feb 24</b>		<b>Winter Break</b>	<b>No Classes</b>
7	Lecture Feb 25 or Feb 26	<b>Midterm Exam</b>	Chapters 1 to 7 and classes 1 to 5
	Seminar Feb 27 or Mar 1	<i>Quarter 2 Results. Quarter 3 instructions: Plan for expansions.</i>	Quarter 2 report. Qt 2 decisions due Sunday Feb 17, at 12:00 noon.
8	Lecture Mar 4 or Mar 5	Pricing	Chapter 10
	Seminar Mar 6 or Mar 8	<i>Quarter 3 Results. Quarter 4 instructions: Fine-tune Pricing</i>	Quarter 3 report (or case 2). Qt 3 decisions due Sunday March 3, at 12:00 noon.
9	Lecture Mar 11 or Mar 12	Promotion Mix. Advertising. Personal Selling.	Chapters 12 and 13
	Seminar Mar 13 or Mar 15	<i>Quarter 4 Results. Quarter 5 instructions: Fine-tune Advertisement and Sales Force</i>	Quarter 4 report. Qt 4 decisions due Sunday Mar 10, at 12:00 noon.
10	Lecture Mar 18 or Mar 19	Public Relations. Sales Promotion. Direct and Online Marketing.	Chapters 12, 13 and 14
	Seminar Mar 20 or Mar 22	<i>Quarter 5 Results. Quarter 6 instructions: Final Round</i>	Quarter 5 report (or case 3). Qt 5 decisions due Sunday Mar 17, at 12:00 noon.
11	Lecture Mar 25 or Mar 26	Marketing Channels	Chapter 11
	Seminar Mar 27 or Mar 29	<i>TBD</i>	Qt 6 decisions due Sunday Mar 24, at 12:00 noon.
12	Lecture Apr 1 or Apr 2	Marketing, the big Picture: Putting it all together. Final Exam Review	Final Report. (or case 4)
	Seminar Apr 3 or Apr 5	<i>TBD</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.

## **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](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>

## **Feedback on Accessible Service Provision**

University of Guelph welcomes feedback on accessibility issues in the following ways:

- Email the Human Rights and Equity Office (HREO)
  - [accessibility@uoguelph.ca](mailto:accessibility@uoguelph.ca)

- [hreinfo@hre.uoguelph.ca](mailto:hreinfo@hre.uoguelph.ca)
- Fill in the feedback box on the University's accessibility website at <http://www.uoguelph.ca/accessibility>
- Call and speak with an HREO staff member at ext. 53000
- TTY users can use the Bell Relay System by calling 1-800-267-6511
- Drop-in at the HREO (15 University Ave. East), Monday-Friday, 8:45am - 4:45pm
- Mail your feedback to the HREO using campus mail services

Feedback will be reviewed, and directed to the appropriate unit for response. Concerns or complaints will be addressed immediately where possible.

[Microsoft Word version of the U of G Feedback Process.](#)

## University Grading Scheme:

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

A+	90-100%	<b>Excellent:</b> 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	<b>Good:</b> 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	<b>Acceptable:</b> 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	<b>Minimally acceptable:</b> 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	<b>Fail:</b> 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).