

University of Guelph  
Department of Marketing & Consumer Studies

**MCS\*1000 – Introductory Marketing  
Fall 2010**

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**Professor:** Doug Adlam ([dadlam@uoguelph.ca](mailto:dadlam@uoguelph.ca))  
**Office Hours:** By Appointment Only  
**Graduate Teaching Assistants:** TBA  
**Lecture Schedule:** 2 hours, Tuesday nights from 7:00-8:50

\*\* If in doubt – check your official [timetable](#).

**Comment [j1]:** What does this refer to?

### **Course Description:**

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.

### **Course Format:**

This course is designed to deal with both the application and theoretical concepts of marketing 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.

## Course 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.

## Required Reading:

**Textbook:** **Introductory Marketing – 2<sup>nd</sup> Custom Edition for the University of Guelph**  
Armstrong/Lovelock/Adlam/Lang

**MyMarketingLab website**

## Companion Websites:

[www.pearsoned.ca/mymarketinglab](http://www.pearsoned.ca/mymarketinglab)

[www.pearsoned.ca/lovelock](http://www.pearsoned.ca/lovelock)

[www.pearsoned.ca/armstrong](http://www.pearsoned.ca/armstrong)

## Course Grading:

In-Class Midterm tests	
Midterm #1	14%
Midterm #2	15%
Research Component	6%
Seminar Case Studies (4 @ 4% each + 2 @ 2%)	20%
Final examination	<u>45%</u>
<b>TOTAL</b>	<b>100%</b>

**Note:** Academic consideration for being unable to meet assignment due dates or for being unable to attend midterm or final exams will only be granted for medical, psychological or compassionate reasons. In all cases, appropriate documentation as outlined in the University Calendar is required. Work arrangements, vacation or personal arrangements, sleeping in or not following the Courselink calendar are not valid reasons.

## 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.

[http://www.uoguelph.ca/undergrad\\_calendar/index.shtml](http://www.uoguelph.ca/undergrad_calendar/index.shtml)

## **Seminar Case Studies:**

You will be required to complete 6 individual Case Studies worth 20% of your final grade. More details regarding the case studies are to follow.

Specific details of how to complete this requirement will be posted on Courselink.

## **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.

## **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.

**Note 1:** *Appropriate medical, psychological or compassionate document is required to receive academic consideration for being unable to take a midterm or final exam at the designated time, and you must notify your instructor in advance that you will be unable to attend. Consideration with regard to the midterm tests will consist of increasing the value of your final exam by the weight of the midterm test (i.e. your final will be worth more than 45%).*

**Note 2:** *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.*
- (3) 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.*

## **Course Pedagogy and Expectations:**

Please take careful note of the following:

1. **Desire2Learn is used extensively in this course.** Desire2Learn (address: <http://courselink.uoguelph.ca>) is a key component of this course. This is where all course materials and grades will be posted. It is also an information center where you can find course reminders and updates. You are responsible for ensuring that you have proper access to the site and refer to it frequently for ALL course information.
2. **You are required to take your own notes throughout the course.** The professor's lecture notes will not be provided. Note taking has been found to enhance student learning. If you are unfamiliar with how to take notes in a university level lecture, I strongly recommend you visit the Learning Commons site regarding learning from lectures <http://www.learningcommons.uoguelph.ca/ByTopic/Learning/Lectures/index.html>
3. **Always check Desire2Learn before contacting the professor or your GTA with questions.** Most of your answers related to this course, can be found in this course outline and on Desire2Learn. Desire2Learn also has a frequently asked questions section (FAQs) that is updated from time to time. You should check the website regularly for course information and updates.
4. **If you miss a class, obtain any missing material or information from fellow students.** The professor will not cover any material outside of class which has already been covered in class.
5. **You are responsible for class preparation.** Each student is expected to attend the lectures. Prior to coming to class, you should read all assigned material (on Desire2Learn). Classes begin with the assumption that the material has been read.
6. **Individual work is expected.** You are encouraged to discuss and debate cases and materials from the course with other students, both inside at outside of class. However, written reports must be written individually. If one or more written assignments are found to share a significant proportion of phrasing and/or similarity of tables, graphics, etc., ACADEMIC MISCONDUCT procedures will be invoked. Please refer to the University's Integrity Website <http://www.academicintegrity.uoguelph.ca> , which offers definitions and useful tutorials.
7. **You are expected to know the regulations outlined in the University Calendar.** The university calendar clearly outlines all academic regulations and procedures (such as consideration for missed exams or tests, etc.). You should familiarize yourself with this information as it will be referenced throughout your entire degree. The university calendar can be found at: <http://www.uoguelph.ca/academics/calendars.shtml>
8. **You are responsible for your grades.** The professor and graduate teaching assistants are here to facilitate your learning. However, when it comes to grades, the onus is on you for understanding the material and demonstrating that you understand the material. It may be helpful for students to visit the Learning Commons website for useful tips with note taking, exam skills and time management skills. <http://www.learningcommons.uoguelph.ca/> .

**The dates in this outline may change, so please check the MCS\*1000 Desire2Learn site regularly for updates and reminders.**

**Lecture Topic and Seminar Schedule**  
(As of July 2010, Subject to Change on Courselink)

Modules	Lecture	Monday Discussion	
		Topic	Reading
Marketing Strategy and Ethics	1 Sept 14	Course Intro Managing Relationships Marketing Strategy	Chapter 1, 2 and 13
	2 Sept 21	Marketing and Society Marketing Environment and Information	Chapter 3,4 & 5
	3 Sept 28	Ethics in Services (Selected readings from Lovelock) Consumer and Business Buyer Behaviour	Chapter 6, 14
Consumer and Buyer Behaviour	4 Oct 5	<b>In-Class Midterm</b>	All material covered to date
	5 Oct 12	Segmentation, Targeting & Positioning	Chapter 7, 15
	6 Oct 19	Product Strategy	Chapter 8, 9
Product	7 Oct 26	Product Development Pricing	Chapter 10, 16, 17
	8 Nov 2	Distribution Promotion	Chapter 11, 12, 18
	9 Nov 9	<b>In-Class Midterm</b>	All material covered since first midterm
Service	10 Nov 16	Service Design Understanding Service Quality	Chapter 19, 20, 23
	11 Nov. 23	Employees Role in Service Delivery Building Loyalty <b>Research Component DUE</b>	Chapter 21 and 22
	12 Thursday Nov 30	Guest Speaker Presentation Exam Review	