

Marketing and Consumer Studies (01)

MCS*1000 INTRODUCTORY MARKETING W18

0.5 Credits

Instructor:
Lidia Taylor

Teaching Assistant:
TBD

Class Times and Location

You are expected to attend and participate in the lectures.

Seminars Schedule

You will be enrolled in one of the following seminar times. You will form groups among your seminar classmates for course projects.

- Wednesday 8:30 – 9:20 MACS129
- Wednesday 9:30 – 10:20 MACS129
- Wednesday 1:30 – 2:20 MACS129
- Wednesday 7:00 – 7:50pm MACS129
- Thursday 2:30 – 3:20 MACS129

If you have questions that cannot be answered during the lecture or seminars, please feel free to email me to set up an appointment at lidiat@uoguelph.ca.

Course Description

This course covers products and services marketing. Students will be introduced to the theoretical concepts through independent reading, lectures and class discussions during seminar times. They will have the opportunity to apply these concepts through video cases, presentations, online assignments and comprehensive reports. Students will examine 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.

Course Learning Outcomes (CLO)

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 marketing concepts to the introduction of hypothetical new products in a competitive multimarket.
5. Discuss current social responsibility, ethical issues and globalization strategies.

Course Schedule

Week	Lecture	Pre-Lecture Quiz**	Lecture Quiz	Seminar
1 08-Jan	Course Overview.	To be Completed	To be Completed	Understanding/Enrollement in the CONNECT LearnSmart tool
What is Due		Before Lecture	During Lecture	
	<i>Assigned Readings: Chapter 1</i>			<i>Practice Quiz #1 Due Sunday Jan 14 before 11:59</i>
2 15-Jan	Developing Successful Marketing Strategies	Quiz Chapter 2	Quiz Chapter 2	Team Formation - Video Cases, Marketing Pitch, Final Marketing Plan
What is Due	<i>Assigned Readings: Chapter 2</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Team Contract Due by 11:59pm on Your Seminar Day</i>
3 22-Jan	Marketing Environment; Ethical and Social Responsibility in Marketing	Quiz Chapters 3 & 4	Quiz Chapters 3 & 4	Video Case Study #1
What is Due	<i>Assigned Readings: Chapter 3</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Video Case Study #1 Due by 11:59pm on your Seminar Day</i>
4 29-Jan	Understanding Consumer and Business Buyer Behavior	Quiz Chapters 5	Quiz Chapters 5	Video Case Study #2
What is Due	<i>Assigned Readings: Chapter 5</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Video Case Study #2 Due by 11:59pm on Your Seminar Day</i>
5 05-Feb	Marketing Research and SONA Introduction	Quiz Chapter 8	Quiz Chapter 8	Video Case Study #3
What is Due	<i>Assigned Readings: Chapter 8</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>SONA Enrollement Video Case Study #3 Due by 11:59pm on Your Seminar Day</i>
6 12-Feb	Segmentation, Targeting and Positioning	Quiz Chapter 9	Quiz Chapter 9	Marketing Pitch Development Team Worksession
What is Due	<i>Assigned Readings: Chapter 9</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Marketing Pitch Document #1 Due Friday Feb 16 by 11:59pm</i>
19-Feb	<i>Student Success Week</i>			
7 26-Feb	Developing New Products & Services	Quiz Chapter 10	Quiz Chapter 10	Marketing Pitch Development Team Worksession
What is Due	<i>Assigned Readings: Chapter 10</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Marketing Pitch Document #2 Due Friday March 2 by 11:59pm</i>
8 05-Mar	Managing Brands and Services	Quiz Chapter 11 & 12	Quiz Chapter 11 & 12	Marketing Pitch Development Team Worksession
What is Due	<i>Assigned Readings: Chapter 11 & 12</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Marketing Pitch Document #3 Due Friday March 9 at 11:59pm</i>
9 12-Mar	Pricing	Quiz Chapters 13	Quiz Chapters 13	Video Case Study #4
What is Due	<i>Assigned Readings: Chapter 13</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Video Case Study #4 Due by 11:59pm on Your Seminar Day</i>
10 19-Mar	Marketing Channels, Retailing and Wholesaling	Quiz Chapters 15	Quiz Chapters 15	Video Case Study #5
What is Due	<i>Assigned Readings: Chapters 15</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Video Case Study #5 Due by 11:59pm on Your Seminar Day</i>
11 26-Mar	Promo Mix, Advertising, Direct Marketing	Quiz Chapters 16 & 17	Quiz Chapter 16 & 17	Final Marketing Plan Development
What is Due	<i>Assigned Readings: Chapters 16</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Team Worksession</i>
12 02-Apr	Personal Selling and Sales Management	Quiz Chapter 18	Quiz Chapter 18	Final Marketing Plan Submission
What is Due	<i>Assigned Readings: Chapter 18</i>	<i>Quiz Closes Before Lecture 6:30pm</i>	<i>Quiz Closes After Lecture 8:50pm</i>	<i>Final Marketing Plan due by April 6 11:59pm</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 CourseLink 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 and be sure to consult it first before asking questions. You will find that most of your questions can be answered through the information posted as well as discussion groups. You will be required to purchase a textbook (hardcopy or e-book) as well as the associated SmartBook online access.

The required textbook is one of either:

Marketing: CONNECT with SmartBook Digital Only © 2017

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William
9781259272257 / 1259272257 CANH, or

Marketing: Print Package plus CONNECT with SmartBook © 2017

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William
9781259270901 / 1259270904CANH

Seminars

During your seminars, you will work on video cases, a marketing pitch and a final presentation.

On-Line Communication

Enrollment of this class could be as high as 300 to 350 students and our goal is to ensure that your questions are answered in an effective manner. Following the protocol below will help you get a prompt response to your inquiries and concerns.

- This course has a Web site (see <http://courselink.uoguelph.ca/>). Please post any questions you may have to the discussion area, or feel free to speak to the lecturer or the teaching assistants during classes or seminars.
- Please read all previous postings or consult a classmate prior to posting a new question.
- Demonstrate your diligence and commitment to this course, by ensuring you have exhausted all avenues of addressing your issue before reaching out to your TA or professor.
- If your matter is personal in nature, please e-mail Lidia Taylor at lidiat@uoguelph.ca
- Always use your <uoguelph.ca> account for registering in online components of this class. Failing to do so may cause problems in grade synchronization with CourseLink.

Course Assessment

The course assessment has attempted to balance grades that will allow students to:

- Earn 40 per cent of their grade through group work and 60 per cent of their grade through individual accomplishments.
- Earn 60 per cent of their grade through marketing theory and 40 per cent of their grade through applying the theory.

Assignment	Weight	Learning Objective	Due Date
Participation - Research Component	4%	n.a.	
Participation – Pre-Lecture Quizzes (Self-Study)	10%	1, 2, 3, 4, 5	See Schedule of Dates
Participation – Post-Lecture Quizzes during class	11%	1, 2, 3, 4, 5	See Schedule of Dates
Group Work – Video Case Studies	10%	4	See Schedule of Dates
Group Work – Marketing Pitch	10%	4	See Schedule of Dates
Group Work – Final Marketing Plan	20%	1, 2, 3, 4	See Schedule of Dates
Final Examination	35%	1, 2, 3, 4, 5	TBD
Total	100%		

Participation

There are three key components to the participation mark. A research component, pre-lecture quizzes completed as self-study and post-lecture quizzes during class.

Research Component (4%)

The research component of the course can be earned by participating in a research study throughout the semester. Specific details of how to complete this requirement will be posted on CourseLink. If you choose not to participate in a research study, then there is a second option of reviewing two journal articles that are then graded by a teaching assistant.

The research option requires you to work with the department of Marketing and Consumer studies using a system called SONA. If you choose this option, please contact them directly with any questions about this aspect of the course. SONA is completely administered by MCS's administrative office and it is responsible for ensuring the grades are inputted once the students complete the study.

Marks for SONA and your Research Component will be uploaded after the term is complete, but prior to the final examination. Please be patient and refrain from asking for updates on these marks.

CONNECT Pre-lecture Online Quizzes (self-study) (10%)

There are weekly online quizzes using the adaptive tool *LearnSmart* included in CONNECT. You can access CONNECT directly via the link in the top right-hand corner of your course. **Students may complete the assignments at their own pace, but in order to earn marks the online quiz needs to be complete before the deadline.** The adaptive tool will automatically give feedback on the content that needs further clarification. The Quizzes are based on the chapter(s) covered in the lecture. **After the due date, students may still complete the homework (but not for marks).** Because technology can fail, please complete your assigned work well in advance.

CONNECT Post-lecture Online Quizzes during class (11%)

Please bring appropriate technology to each lecture and be prepared to access the CONNECT tool. You may be asked to participate in pop quizzes at some point during the lecture. These quizzes will be marked. Completing the pre-lecture online quizzes will help prepare you for the online quizzes held during the lecture.

These quizzes are available to students who attend lectures.

Group Work

Students will be organized into groups of up to six in order to participate in various seminar activities. The activities are designed to allow students to apply their knowledge from the lecture. Once committed to a group, you will share the workload and grades of your fellow teammates. Please choose your group members carefully, set expectations and gain commitment. Working in groups can be challenging; however, it is an activity that business students need experience in. To help you create the best team dynamic to allow your team to succeed, you will have the opportunity to choose your teams and work towards a common goal.

Group Contract and Videos Case Studies (10%)

You will be asked to create and sign a group contract during your seminars. This will be worth 2.5%.

A group contract is an agreement between you and your group members to meet certain levels of expectations. Although there is no set format for the group contract, in order to achieve full marks for your submission, your group contract must include the following:

- *Agreement to Team Goals regarding mark achievement and other learning objectives.*
- *Protocols for dealing with group dynamics (ie missed classes, dealing with disagreements etc)*
- *Managing equal distribution of work.*
- *Agreement to meet weekly during scheduled seminar time.*
- *Individual contact information exchange to ensure good flow of communication*

The group contract needs to be signed with original signatures.

Groups will review and video case during the seminars and asked to submit a case analysis.

Each video case will be worth 1.5%. Five video cases will be completed in the seminars for a total of 7.5%.

Each video case analysis will be marked and assessed for the following:

- Thorough and Complete Response to Assigned Questions
- Correct Application of Marketing Theory
- Mechanics – Spelling, Sentence Structure, Clarity of Communication

New Product Marketing Pitch (10%)

This is a team based project.

There are 3 components of the Marketing Pitch:

- Brand Selection, Brand and Market Key Facts – 3%
- Key Competitor “Gap” Analysis and New Product Ideation – 3%
- New Product Pitch – 4%
- Marks will be awarded on:
 - Thorough and Complete Response to Assigned Questions
 - Correct Application of Marketing Theory
 - Mechanics – Spelling, Sentence Structure, Clarity of Communication

Final Marketing Plan (20%)

This is a team based project.

The final marketing plan is a culmination of your findings and learning from the course. It is to be a detailed plan of how you bring your product to market. Keep your comments succinct and brief utilizing APA format. Reference information from the textbook, lectures and other marketing articles to create a final report. The rubric is as follows:

GRADING ELEMENT	GRADE
Strategic Overview: <ul style="list-style-type: none"> • Current strategic focus of the business, including mission and goals of the company • Current target market(s) • Sustainable competitive advantage and core competency the brand • Current positioning statement and positioning map 	/15
Situation Analysis <ul style="list-style-type: none"> • Industry analysis summary • Competitive analysis summary • SWOT analysis • Key Insights 	/10
Marketing Objectives <ul style="list-style-type: none"> • One year marketing objectives for the new menu item 	/5
Marketing Strategy (new menu item) <ul style="list-style-type: none"> • Target Market Profile • Positioning & Positioning Map 	/10
Marketing Program (new menu item or new product) Product Strategy <ul style="list-style-type: none"> • Describe the new menu item, including tangible (physical product) and intangible components (branding, image, quality level, guarantees). • Key point of difference or competitive advantage • Rationale re how this product fits into the current product mix • Visual of the face panel of your menu item (with logo/trademark) 	/15
Price Strategy <ul style="list-style-type: none"> • Recommended price strategy, including competitive comparisons (parity, premium or discount; leader or follower), other factors (sizes, varieties), planned price promotions or future adjustments/changes. • <i>Tactics: Identify three pricing tactics that will be used in the first year</i> 	/10
Place Strategy <ul style="list-style-type: none"> • Detail the retailer distribution strategy (ie which retailers, shelf placement strategy etc) if your brand is a tangible product. • Consider training plan for staff if your brand is a service. 	/5
Promotion Strategy <ul style="list-style-type: none"> • Discuss the promotional objectives, messages & media. • Tactics: Develop the promotional mix (advertising, personal selling, public relations, sales promotion, direct marketing.) • <i>Creative elements may be developed such as sample print advertisement, website or social media</i> 	/10
Implementation Plan <ul style="list-style-type: none"> • Reflected as a calendar – specifying timing of the product launch into the market as well as when Marketing Support will be scheduled (ie when will distribution be in place, when will promotional mix be activated) 	/10
Formatting, Appearance, References & Sourcing <ul style="list-style-type: none"> • Formatted in accordance with written report requirements. • Proper APA formatting, citations & references. • Correct spelling, grammar & syntax/wording. • Adequate depth of research 	/10
TOTAL	/100

Note:

1. Connect is a required component of this course. 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.

Exams

There will be a final exam covering material from the class sessions, cases, and assignments. The exam is closed-book and closed notes. Obviously, no collaboration is allowed.

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. For the final exam, you must check with the university Web site / academic calendar for times, dates and locations of the final exam.

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.

Late Assignments

All assignment deadlines are absolute. Any assignment handed in late will not be marked.

Extensions will only be granted on the basis of extenuating circumstances as per Academic Consideration policy (see below).

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. You may be asked to submit both an electronic copy as well as a hardcopy of your work.

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.

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, student identification number, and e-mail contact information. Thoroughly review the academic calendar for information on regulations and procedures for academic consideration.

Please do not e-mail your course instructor or teaching assistant until you have reviewed the Web site.

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.

Understanding the guidelines is important to facilitating a response.

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.

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](#).

