



**Department of Marketing and Consumer
Studies
Advanced Marketing MCS*3000
Winter 2018**

Instructor: Aisha Mohammed
Office: Macdonald Institute (MINS) Room#: 255
Email: amoham05@uoguelph.ca
Office Hours: Tuesdays 1:30-2:30pm, or by appointment.
Teaching Assistant: Ali Ammar (aammar@uoguelph.ca)
Class Times and Location: Tuesday 7:00PM - 9:50PM, MCKN Room#: 029

Course Description

In a world of rapidly advancing and ubiquitous technologies, the field of marketing is continuously evolving to define and meet new challenges and opportunities in the modern market. This course provides students with the opportunity to augment their knowledge of the marketing principles and strategies learned in previous marketing courses.

Accordingly, students are introduced to the concepts and principles of marketing planning such as strategy and consideration of environment, competitive, industry, consumer, and company characteristics. Key development of the students' current theoretical knowledge related to marketing will be the creation of a marketing plan, which enables the practical application of marketing ideas and concepts to facilitate a higher level of understanding.

Additionally, the course will touch on Personal Selling and Sales Management from both a theoretical perspective, as well as a more practical examination of sales as a potential career path.

Course Learning Objectives

This course is designed with an interactive framework to merge learning and application of theory and concepts. This means to foster a learning environment in which students become skilled in the use of marketing planning concepts. More specifically, students will have the opportunity to:

- Engage your ability to apply theoretical learning and reflect upon your experience in the field of marketing strategy, as well as investigate current, real world business and marketing problems using analytical marketing tools.
- Identify, evaluate, and implement marketing strategies.
- Expand and apply knowledge of selected strategic marketing processes, concepts and methods.
- Demonstrate proficiency in professional business communication in the preparation of a strategic marketing plan.
- Describe how effective marketing planning contributes to competitive advantage, value creation, and organizational decision making.
- Work collaboratively to solve problems, propose and evaluate solutions, and defend recommendations.

Course Textbook:

Title: The Marketing Plan Handbook
Author: Marian Burke Wood
Edition: 5th Edition
ISBN: 978-0-13-307835-0
Publisher: Pearson Canada

Title: Selling and Sales Management
Author: Jobber, Lancaster
Edition: 10th Edition
ISBN: 978-1-292-07800-7
Publisher: Pearson Canada

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Mark Allocated
Marketing Plan	25%
Presentation	10%
Mid-Term	25%
Final Exam	30%
Participation	10%
Total	100%

Anticipated Course Schedule (subject to change):

I will follow this outline as closely as possible, but dates and instructions may need to be altered due to unforeseen circumstances. Changes will be announced during class and on Courselink.

Week/Date	Topic	Readings
Understanding Marketing Strategy		
1 Jan. 9	Course Introduction & Group Formation Developing Marketing Strategy & Plans	Chapter 1
Situation Analysis & Understanding Markets & Customers		
2 Jan. 16	Competition, Internal and External Forces, and Marketing Planning Defining Customers and Markets	Chapter 2 Chapter 3
Planning Direction & Segmentation, Targeting, and Positioning		
3 Jan. 23	Planning Direction, Objectives, and Marketing Support Customer Research (Identify, Select, & Align)	Chapter 4 Chapter 5
Marketing Communication		
4 Jan. 30	Creative Strategy	Chapter 9
Brand & Product Strategy		
5 Feb. 6	Brand & Product Strategy	Chapter 6
Supply Chains & Implementation		
6 Feb. 13	Channel & Logistics Strategy Implementation & Assessment	Chapter 8 Chapter 10
7 Feb. 27	Midterm Exam	
Pricing		
8 March 6	Aligning Pricing to Strategic Marketing Planning	Chapter 7
Personal Selling		
9 March 13	Development & Role of Sales in Marketing Sales Strategies	Chapter 1 Chapter 2

10	Sales Responsibilities & Preparation	Chapter 7
March 20	Personal Selling Skills	Chapter 8
	Group Project Due	
Sales Management		
11	Recruitment & Selection	Chapter 13
March 27	Motivation & Training	Chapter 14
12	Organization & Control	Chapter 15
April 3	Sales Force Evaluation	Chapter 17

Midterm/Final Exam

The midterm is on February 27 and will consist of both multiple choice and short answer questions. Students will be tested on all the material that has been covered from the start of the class to the midterm date.

The final exam will include a combination of multiple choice and short answer questions.

If you have conflict or fall ill on the day of the test, you **HAVE TO PROVIDE (OR EMAIL) WRITTEN NOTICE** at least 3 hours before the start of the test. Failure to do so will result in a grade of 0 for the test.

Group Project – Marketing Plan

Students will work in groups to undertake a major integrative project to develop a marketing plan for an existing company. The total mark allocated for the Marketing Plan is 35% (10% for the presentation and 25% for the written report). Additional details related to the marketing plan project will be provided in a separate document.

Late Submission

Group project won't be accepted after the due date. Assignments may be submitted after the due date without penalty if you seek and receive prior approval from the instructor. *Approval for late submission should be requested in-person during office hours or by appointment.*

Student Effort Evaluations

During and after your group assignment you will have the opportunity to evaluate the contributions made by each group member (including yourself). Your contribution to your group will directly correlate to your mark, and to your peers' evaluation of you. I take peer evaluations very seriously, and reserve the right to penalize you if you do not contribute to your group. I will use the feedback from the peer assessments to adjust the grades for each individual where applicable.

The peer evaluation form will be available on Courselink. Group work **MUST** be accompanied with this form, which will assess each individual's efforts on the report/project, with a maximum of 100%. All of these scores will be averaged and then multiplied by the grade. For example, if your overall effort is 60% and the report receives an 8.5/10, your grade is $60\% \times 8.5 = 5.1/10$. Student Effort Evaluations (SEE) will be handed in **SPEARATELY** from the report. If you believe that all team members deserve 100% of the grade, then do *not* hand in a SEE. If you have difficulty working with your group members during the semester, you are encouraged to attempt to resolve these issues within the group. As a last resort, you should meet the instructor in person during office hours or by appointment.

Attendance

Students are expected to attend all sessions of the course. Should a student be absent for three classes he/she student is required to contact the instructor to review the reasons for the absences.

Courselink

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, student grades, 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.

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:

If you need to miss scheduled tests, mid-term examinations, final examinations, or requirement to attend classes 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>