

**University of Guelph**  
**Department of Marketing and Consumer Studies**  
**MSc Graduate Program**

**MCS 6120 - MARKETING MANAGEMENT**  
**Winter 2018**

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**Professor:** Brent McKenzie, MBA, PhD  
**Email:** bmckenzi@uoguelph.ca  
**Office/Phone:** MINS-201A - 519-824-4120, ext. 52111  
**Class Location:** MINS 201A  
**Class Time:** Tuesdays, 12:00pm--2:30pm

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**Course Description:** This course is a continuation of MCS\*6100, Marketing Theory. The focus of the course is to build upon the students' knowledge of Marketing as a discipline, and to further increase the depth of knowledge in the field. The specific aim of the course is to ensure the students are confident in the makeup, creation, and writing of an academic paper in the field of marketing. Due to the restricted size of the class, the interests shape the readings for the course, and research focus, of those enrolled, as much as possible. As a course that builds upon the students' established knowledge of Marketing at a graduate level, there is high level of expectation that the level of critical thinking and knowledge growth continues to increase in terms of insight and application.

**Course Objectives:**

The objectives of this course are to:

1. Increase students' depth of understanding of marketing by tying theories to marketing management.
2. Broaden students' knowledge of marketing by reviewing and discussing other areas of concern to marketing management.
3. Help students better understand information gathering and analysis by having them propose, write, and present an academic paper of conference quality.
4. Provide an opportunity to further develop the students' knowledge base within a topic area that they may wish to pursue at the masters thesis level.

**Pre-requisite: MCS 6100 Marketing Theory**

**Readings Material:**

The course will consist of pertinent readings from academic texts and journals. The specific readings, as noted, will align with the aims of the members of the class, with the guidance of the course instructor.

## Course Evaluation:

This course follows the grading scheme outlined in the University of Guelph Graduate Calendar: <http://www.uoguelph.ca/GraduateStudies/calendar/genreg/genreg-as.shtml>

<b>90-100 (A+)</b>	<b>Outstanding.</b> The student demonstrated a mastery of the course material at a level of performance exceeding that of most scholarship students and warranting consideration for a graduation award
<b>80-89 (A)</b>	<b>Very Good to Excellent.</b> The student demonstrated a very good understanding of the material at a level of performance warranting scholarship consideration.
<b>70-79 (B)</b>	<b>Acceptable to Good.</b> The student demonstrated an adequate to good understanding of the course material at a level of performance sufficient to complete the program of study.
<b>60-69 (C)</b>	<b>Minimally Acceptable.</b> The student demonstrated an understanding of the material sufficient to pass the course but at a level of performance lower than expected from continuing graduate students.
<b>0-59 (F)</b>	<b>Fail:</b> An inadequate performance

Similar to MCS 6100, there will be both written and oral assignments for this course.

## Course assessment:

Class discussion and debates	35%
Major/Conference paper Proposal	15%
Major/Conference paper	50%

### Class Discussion and Debates (35%)

As this is a graduate readings course, and there is a strong expectation of active and lively debate and discussion of the assigned. Each student is expected to come to class prepared to: (1) actively discuss the readings (2) take turns leading the readings discussion (3) provide constructive feedback to one's classmates in terms of their contribution to the overall class learning.

### Major/Conference Paper Proposal (15%)

By the mid-point of the course (**Friday February 16<sup>th</sup>, 5:00pm**) a proposal, by way of a 250-500 abstract, is required. The proposal will guide the writing of the course paper.

### Major/Conference Paper (35%)

The purpose of the major paper is to allow each student (individually, or as a multi-author paper depending upon the size of the class) to explore one marketing management theory of interest.

The paper is expected to be of academic conference quality (e.g. ASAC, AOM, etc.) with a potential for future submission into a marketing conference and/or publication.

Students must have the topic approved by the instructor, prior to the submission of the proposal noted above. Any selection not pre-approved will be inadmissible as a major paper for this course.

In order to ensure a high quality research paper, a draft copy of the student paper must be submitted to the instructor by **noon on Monday, April 2<sup>nd</sup>, 2018**. Feedback on the draft paper will be provided to the student(s) by Friday April 6<sup>th</sup>, 2018. The student should take into account the feedback provided, and the final version of the research paper is due to the instructor by **noon on Monday, April 16<sup>th</sup>, 2018**. Any papers submitted after this time will be given a 10% (absolute value, not relative value) per day late penalty, including weekends. Papers must not exceed 25 double-spaced pages, including all tables and figures, but not including author information, title of the paper, abstract (maximum 100 words), all footnotes, endnotes, appendices, and references (in APA format). You are required to use Times New Roman font size 12, and spell check and proof read your paper prior to submission. Also, with the exception of the title page, all pages are to be numbered.

To assist in developing academic writing capabilities, grammar, argument construction, order, etc. are all relevant to grading. Additional information will be discussed in class

**Topic Schedule:**

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**Class #1**

- \* **Introduce the course and course logistics.**
- \* **Explain all course assignments with emphasis on the major paper.**
- \* **Discuss the different purposes of original and replicated empirical studies.**
- \* **Discuss weekly readings process.**

**Classes #2-10**

Readings: Based upon the interest/focus of the class members

<b>Course learning outcomes (CLO)</b>	<b>Study methods</b>	<b>Assessment methods</b>
CLO1. Understanding the role of Marketing theory and marketing management and its impact on the advancement of marketing thought	Lectures, Class discussions, Presentations, Self study (readings)	In class and online contribution; Individual project
CLO2. Critically explain the role of Marketing Management in terms of practitioner success	Lectures, Class discussion, Self study (readings)	In class and online contribution; Individual project
CLO3. Contrast the key differences and similarities of various marketing schools of thought	Lectures, Class discussion, Self study (readings), Videos	In class and online contribution; Individual project

CLO4. Critical thinking and application of Marketing Management theory and practice	Lectures, Class discussion, Self study (readings), Videos	In class and online contribution; Individual project
<b>Special learning outcomes</b>		<b>CLO</b>
S1. Demonstrate knowledge and understanding of marketing theories their applications the development of marketing research.		CLO1; CLO2; CLO4
S2. Analyze and assess the various marketing positions as it relates to marketing schools of thought.		CLO1; CLO2; CLO3; CLO4
S3. Analyze and assess the peculiarities of Marketing theories as they relates to the competing theories and marketing management practice.		CLO3; CLO4
S4. Conceptualize, research, and write an academically sound research paper that advances the understanding of the present day marketing theories in the student's field of study.		CLO4
<b>General learning outcomes</b>		
G1. To apply a systematic, critical and constructive thinking in problem identification and solving.		CLO1: CLO4
G2. Have abilities to communicate the knowledge to specialist and non-specialist audiences clearly and unambiguously.		CLO4
G3. Develop a range of personal skills including argumentation, evaluation, problem identification and solving, interactive and skills.		CLO2
G4. To prepare an academic research paper according to proper language, writing style and general bibliographic citation requirements.		CLO1; CLO2; CLO3 CLO4

## Other

### **E-mail Communication**

All students are required to check their University of Guelph e-mail account regularly. E-mail is the official route of communication between the University and its students.

**Course Readings (see below) – these will be posted to the CourseLink site, and/or the student will be asked to download a copy from the University of Guelph library system**

## *Course Policies*

### **Grading Policies**

**All submitted materials must be in a Word file and emailed to me at [bmckenzi@uoguelph.ca](mailto:bmckenzi@uoguelph.ca)**

**Explicit penalties for late submissions – all late submissions, without instructor approval will result in a 10% a day grade deduction.**

**Also please be sure you are familiar with the Regulations and Procedures of Graduate Programs at the University of Guelph;**

**<https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/>**

**Please note that these policies are binding unless academic consideration is given to an individual student.**

### **Course Policy regarding use of electronic devices and recording of lectures**

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

## *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, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

**Academic Consideration: [https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec\\_d0e2228.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec_d0e2228.shtml)**

### **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 Graduate Calendar:**

**[https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec\\_d0e2705.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec_d0e2705.shtml)**

### **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 (now Student Accessibility Services) as soon as possible.

**For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <https://www.uoguelph.ca/csd/>**