

Market Analysis and Planning  
MCS 3500  
FALL 2010

Instructor     Lianne Foti  
Office         MINS 213C  
Class          Sec 01: 1:00pm – 2:20pm  
Office Hours: Tuesdays and Thursdays 2:30pm -3:30pm or by appointment.  
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**Objectives**

This course teaches you about decision making theory and the methods of analysis that support decision making in the marketing discipline. Topics include customer, competitor and market analysis, and methods such as forecasting and decision modeling.

Where other courses have taught you ways of thinking about consumers, this course aims to translate these ideas into their practical and operational implications as represented by the sales forecast and the marketing plan. A practical plan needs to account for all of the factors that might impact the business. To the extent that these factors are measured in some way, the quality of different types of data sources needs to be appreciated (especially the degree to which any biases or imprecisions affect operational decisions). To the extent that data are often incomplete and may offer contradictory implications, the sensitivity of decisions to judgmental factors needs to be appreciated (including the research process which produces the data to inform this judgment). Since much of this information used in both the analysis and the forecast comes in the form of numbers, parts of this course apply numeracy skills. By the end of the course you should be able to develop a detailed situation analysis and to understand its contribution to a marketing plan.

Textbook: Lehmann, D., and R. Winer, 2005. *Analysis for Marketing Planning Seventh Edition*, McGraw-Hill, Toronto

**Grading:**

<b>Midterm (Oct 07/09)</b>	<b>20%</b>
<b>Market Analysis (Oct. 28/09)</b>	<b>20%</b>
<b>Group Project Analysis (Nov. 11,16,18,23,&amp;25)</b>	<b>25%</b>
<b>Final Exam</b>	<b>35%</b>

As you may already know, many alumni and other organizations have established scholarships at this university. Alumni of the 1941 class of the MacDonald Institute established a scholarship many years ago and they have decided to award it each year to the student receiving the highest grade in this course. Currently, the award is worth \$1000.

## **Course Details**

This course will involve substantial discussion designed to identify the scope of a problem before attempting to solve it. Thus attendance and participation are encouraged.

The midterm is on October 7th 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 market analysis in-class assignment on October 28<sup>th</sup> will consist of a data set and related short answer questions. Students will be required to analyze the data and explain their findings in the short answer questions. Similar questions will be assigned and reviewed in class prior to this date.

Students will be assigned to groups for the Group Project Analysis. Groups will consist of an average of five students and presentation dates and times will be chosen in class. Referring to the various methods of analysis described within the textbook and discussed daily in class, students will develop a market analysis on their chosen case topic. To ensure that the chosen focus is correct, a proposal will be due at least three weeks prior to your presentation date. Note: There are subjective components involved when analyzing a case. Therefore, it is imperative to understand that other groups may have a different approach to the analysis. Any questions you have should be addressed to me.

The presentations will be 25 minutes in length. The case report must be submitted at or before the beginning of class on the day that it is due. Format: maximum of 5 pages plus appendices, double-spaced using Arial or Times New Roman 12pt font. Each student will be required to fill out a peer evaluation form, which must be submitted within seven days after his or her presentation. The entire class is responsible for reading every case and for contributing to the classroom discussion.

The final exam will be scheduled during the exam period. All material discussed in the class lectures and highlighted in the textbook will be covered. This will include questions related to guest speakers and also the market analysis in-class assignment.

If you are forced to miss the Midterm on October 7<sup>th</sup>, the Market Analysis In-class Assignment on October 28<sup>th</sup>, or your given presentation date for the Group Project Analysis, please bring me a doctor's note or other valid evidence within one week. If accepted, the weight for that test will be divided between the other graded items.

Course related material as well as student grades will be posted on CourseLink. It is the students responsibility to check this website on a regular basis.

<http://courselink.desire2learn.com>

## **Anticipated Course Schedule**

(subject to change)

<b><u>Dates</u></b>	<b><u>Topic</u></b>
Sept. 9/10	Introduction to the Course
Sept. 14/10	Marketing and Planning –The Importance of Analysis
Sept. 16/10	Marketing Performance and Profitability
Sept. 21/10	Defining the Competitive Set
Sept. 23/10	Industry Analysis
Sept. 28/10	Industry Analysis -Nestle Waters, India
Sept. 30/10	Competitor Analysis
Oct. 05/10	Competitor Analysis
Oct. 07/10	<b><u>Midterm</u></b>
Oct. 12/10	Customer Analysis
Oct. 14/10	Market Segmentation
Oct. 19/10	Market Potential and Sales Forecasting
Oct. 21/10	Market Potential and Sales Forecasting
Oct. 26/10	Market Analysis –In-class review
Oct. 28/10	<b><u>Market Analysis In-class Assignment</u></b>
Nov. 02/10	Market Analysis Assignment Review
	–EDF Energy, London England Example
Nov. 04/10	Guest Speaker
Nov. 09/10	Funky Foods Market Analysis -Project Prep
Nov. 11/10	<b><u>Group Project Analysis</u></b>
Nov. 16/10	<b><u>Group Project Analysis</u></b>
Nov. 18/10	<b><u>Group Project Analysis</u></b>
Nov. 23/10	<b><u>Group Project Analysis</u></b>
Nov. 25/10	<b><u>Group Project Analysis</u></b> -Group Project Critique
Nov. 30/10	Guest Speaker
Dec. 02/10	Course Review

**Final exam will be scheduled during the exam period**

## Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

The University's Policy on Plagiarism is outlined at <http://www.academicintegrity.uoguelph.ca/>, along with possible punishments for violations.

### University Grading Scheme:

**Note:** As per University Calendar academic credit for being unable to meet assignment due dates, case participation, or for being unable to attend any quiz, midterm or final exam **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 WebCT calendar are not valid reasons.

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)