University of Guelph
Department of Marketing and Consumer Studies
Market Analysis and Planning: MCS*3500, Winter 2011

Instructor: Towhid Islam
Office: MINS 206B
Tel: 519 824 4120 Ext. 53835, islam@uoguelph.ca
Lecture: **Section 1:** Wednesdays 7:00 – 9:50 pm, Room: MACS 121
MACS 311A available for case analysis on Tuesdays: 7:00 – 9:50 pm
Section 2: Tuesdays 7:00 – 9:50 pm, Room: MCLN 107
MACS 311A available for case analysis on Wednesdays: 7:00 – 9:50 pm
Office Hours: Mondays 12:00 – 13:00 **&** Thursdays 13:00 – 14:00
Teaching Assistant: TBA

Course Description and Objectives

This course teaches 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.

The main objectives are (a) develop your ability to make decisions using analytical tools and sound research; (b) translates analytical findings into strategic decision making; (c) become an intelligent users of available analytical tools and techniques.

Main Text: Lehman, D. R. and Winer, R. S. (2008), Analysis for Marketing Planning, 7th Edition, McGraw-Hill Irwin.
Software: Marketing Engineering for Excel (available in Lab MACS 311A)

Evaluation Procedure:

Case Analysis (best 3 out of 4)   **30%**
Group Assignments   (maximum 4 students)
  1. Case 1: Customer Life Time Value: *Northern Aero Loyalty Program*   10%
  2. Case 2: Market Segmentation: *Conglomerate Inc.'s New PDA (2001)*   10%
  3. Case 3: Market Potential/ Sales Forecasting : *Ford Hybrid Car*   10%
  4. Case 5: Marketing Strategy: *Positioning BlackBerry Pearl*   10%

For each assignment, you will get two weeks time to hand it over.

Project: Building Marketing Plan   **30%**
Group Assignments (maximum 4 students)
An outline for the project will be available during 2nd week

Midterm: **40%**

Class Schedule

Week of	Dates	Module	Lecture Topics & Readings
Week 1 & 2		Introduction & Marketing Plan	→ Marketing Planning and Building Marketing Plan Suggested Readings: 0 Chapter 1: Main Text
Week 3		Customer Analysis	→ Customer analysis → Case on Customer Lifetime Value:: *Northern Aero Loyalty Program* → Case on Market Segmentation: *Conglomerate Inc.'s New PDA (2001)* → Group Formation Suggested Readings: 0 Chapter 5: Main Text 0 CLV Tutorial.pdf 0 Market Segmentation Tutorial.pdf 0 *Northern Aero Loyalty Program* (case) 0 Conglomerate Inc.'s New PDA (2001) (case)
Week 4		Market Potential and Sales Forecasting	→ Market Potential and Sales Forecasting and discussion on assignment about predicting market potential using Bass model → Case on Market Forecasting: *Ford Hybrid Car* Suggested Readings: 0 Chapter 6: Main Text 0 Bass Tutorial.pdf 0 Ford Hybrid Car (case)
Week 5		Defining the Competitive Set	→ Defining the Competitive Set Suggested Readings: 0 Chapter 2: Main Text
Week 6		Industry analysis	→ Industry analysis → Case on Portfolio Analysis: *Addison Wesley Longman* Suggested Readings: 0 Chapter 3: Main Text 0 Addison Wesley Longman (case)
Week 7			**Winter break**
Week 8		Competitor Analysis	→ Competitor Analysis → Case analysis: *Addison Wesley Longman* Suggested Readings: 0 Chapter 4: Main Text 0 GE Portfolio Matrix Tutorial.pdf
Week 9		Developing Marketing Strategy	→ Developing Marketing Strategy → Case on Positioning: *BlackBerry Pearl* Suggested Readings: 0 Chapter 7: Main Text 0 Positioning Tutorial.pdf 0 BlackBerry Pearl (case)

Week 10			**MIDTERM**
Week 11			Case 4 discussion + Final Project Review
Week 12			Final Project Review
Week 13			Final Project Review
			Final Project Submission April 11 on D2L

Academic Integrity

University of Guelph places emphasis on academic integrity. Plagiarism and other forms of academic dishonesty will be dealt with the official policies of the university. I will be holding you, as a student, to a high standard of integrity and professional conduct.

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+ A A-	90-100% 85-89 80-84	**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.
B+ B B-	77-79 73-76 70-72	**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.
C+ C C-	67-69 63-66 60-62	**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.
D+ D D-	57-59 53-56 50-52	**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.
F	0-49	**Fail:** An inadequate performance.