

Instructor: Towhid Islam
Office: MINS 206B
Tel: 519 824 4120 Ext. 53835, islam@uoguelph.ca
Lecture: Tuesdays and Thursdays 11:30 – 12:50 pm, Room: MACS 121
Office Hours: Mondays 12:00 – 13:00 & Thursdays 13:00 – 14:00

Teaching Assistant: TBA

CALENDAR DESCRIPTION

This course focuses on the decision-making role of the marketing manager who is responsible for formulating the strategic marketing plan. The theory of selecting market target(s) for the firm's product and/or services and the development of the marketing mix (product, price, promotion, distribution) with the aid of market research and computerized information systems is covered.

Course approach: The course will consist of lectures and discussions based on cases, assigned readings, and group assignments. The weekly lecture meeting will be used to extend the concepts and principles presented in the text and readings. You are expected (a) to become an active and self-reliant learner, (b) prepare all the reading assignments before lecture sessions, and (c) actively participate in class discussion and develop an appreciation for alternative views.

Course Objectives: This course is designed to introduce the field of marketing strategy to the program student. The focus of the course will be on the role of marketing strategy in society and on its relevance to the firm, organization, and individual. The course lectures; class and case discussions; reading assignments; guest presentation(s); and the group marketing assignment will provide the student with the opportunity to learn the concepts and theories of the subject area and to apply this knowledge in a systematic and logical manner. The guest presentation(s) will provide the student with an opportunity to apply their understanding of the class teachings by asking questions of business practitioners. The group marketing strategy project will provide the opportunity to engage in a realistic business situation and experience the role of Marketing Strategy in the success (and possibly failure!) of that firm.

Main Text: Capon, Noel and Hulbert, James (2009), **Managing Marketing in the 21st Century: Developing and Implementing the Market Strategy**, Wessex Inc., New York.

Evaluation Procedure:

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| 1. Midterm: | 40% |
| 2. Discussion of marketing questions, short cases and selected end of chapter questions | 20% |
| 3. Final Project: Group – max 4 students | 40% |
| (a) Individual discussion during semester in D2L | 20% |
| (b) Final Report | 20% |

Project outline will be available during 2nd week

Class Schedule

Modules	Week of	Lecture Topics	Suggested Readings
Module 1: Marketing and the Firm	Week 1 Jan 11 & 13 &	<ul style="list-style-type: none"> • Introduction to Marketing Strategy • The Value of Customers: Optimizing Shareholder Value • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 1 and Chapter 2
	Week 2 Jan 18 & 20	<ul style="list-style-type: none"> • The Value of Customers: Optimizing Shareholder Value • Discussion of marketing questions, short cases and selected end of chapter questions • Group formation • Final Project Outline 	Chapter 2
Module 2: Fundamental Insights for Strategic Marketing	Week 3 Jan 25 & 27	<ul style="list-style-type: none"> • Market Insights • Customer Insights • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 3 and Chapter 4
	Week 4 Feb 1 & 3	<ul style="list-style-type: none"> • Insights about Competitors • Marketing Research • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 5 and Chapter 6
Module 3: Marketing Imperatives	Week 5 Feb 8 & 10	<ul style="list-style-type: none"> • Determine and Recommend Which Markets to Address • Market Segmentation and Targeting • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 7 and Chapter 8
	Week 6 Feb 15 & 17	<ul style="list-style-type: none"> • Market Strategy – The Integrator • Managing Through the Life Cycle • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 9 and Chapter 10
	Week 7	WINTER BREAK	

<i>Module 3: Marketing Imperatives</i>	Week 8 Mar 1 & 3	<ul style="list-style-type: none"> • Managing Brand • Managing the Product Line • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 11 and Chapter 12
	Week 9 Mar 8 & 10	<ul style="list-style-type: none"> • Managing Services, Customer Service, and Customer Relationship Marketing • Managing Price and Value • Discussion of marketing questions, short cases and selected end of chapter questions 	Chapter 18 and Chapter 19
	Week 10 Mar 15 & 17	<ul style="list-style-type: none"> • Midterm Part 1 (March 15) Multiple Choice and Short Answers • Midterm Part 2(March 17) Cases 	
	Week 11 Mar 22 & 24	Final Project Review	
	Week 12 Mar 29 & 31	Final Project Review	
	Week 13 April 5 & 7	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.