MCS\*1000 (Sec. 1/Sec. 2/Sec. 3) Introductory Marketing

Fall 2022
0.5 Credits

# General Course Information

**Instructor Dr. Brent McKenzie, MBA, PhD**

***Course Email*** **mcs1000@uoguelph.ca**

**Office Location** MINS 201A

***Office Hours*** Tuesdays 4:15pm - 4:45pm or by Appointment

***Department/School*** Marketing and Consumer Studies

**Teaching Assistants** TBD

**Class Schedule Lectures: *Section 1* -** Tuesdays – 5:30pm-6:50pm

 ***Section 2*** – Tuesdays – 2:30pm-3:50pm

 ***Section 3*** – Mondays – 5:30pm-6:50pm

**Room: *Section 1 - THRN 1200 (Albert A. Thornbrough Building)***

 ***Section 2*** - ***ROZH 103 (Rozanski Hall)***

 ***Section 3 - THRN 1200 (Albert A. Thornbrough Building)***

**Seminars: Please refer to Web-Advisor for your assigned seminar, day, time, and location.**

**Final Exam**

**Date: TBD**

**Time: TBD**

**Location: In-person (TBD)**

**Pre-requisites None**

**Restriction(s): Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. This course may not be taken for credit subsequent to receiving credit in FARE\*4370 or HTM\*3080.**

**Seminars:** Please refer to WebAdvisor for your assigned seminar (you may only attend your assigned Seminar).

Seminar 0101 - Friday 10:30am - 11:20am

Seminar 0102 - Friday 11:30am - 12:20pm

Seminar 0103 - Friday 12:30pm - 1:20pm

Seminar 0104 - Friday 1:30pm - 2:20pm

Seminar 0105 - Friday 3:30pm - 4:20pm

Seminar 0206 - Friday 9:30am - 10:20am

Seminar 0207 - Friday 2:30pm - 3:20pm

Seminar 0208 - Thursday 3:30pm - 4:50pm

Seminar 0209 - Friday 8:30am - 9:20am

Seminar 0210 - Friday 4:30pm - 5:20pm

Seminar 0311 - Tuesday 8:30am - 9:20am

Seminar 0312 - Tuesday 3:30pm - 4:20pm

Seminar 0313 - Thursday 8:30am - 9:20am

Seminar 0314 - Thursday 1:30pm - 2:20pm

Seminar 0315 - Thursday 2:30pm - 3:20pm

# Calendar Description

This course covers the marketing of both products and services. Students will be introduced to the theoretical concepts through lectures and class discussions and have the opportunity to apply these concepts through case analysis and discussion.

# Course Learning Outcomes

* This course introduces you to the function and process of marketing in the firm. It includes analyzing, planning, and implementing the main programs involved in the marketing process. It covers an understanding of the forces and situations that affect the marketing function, as well as an understanding of the purchasing process of individuals and firms. The course also covers the basic tools that organizations use to understand consumer's needs and wants. It makes special emphasis on the components of the marketing strategy, also known as marketing mix, which includes product, price, promotion, and place of products, services, and ideas designed to create and maintain value exchanges with target markets.
* By the end of this course, you should be able to:
* Recognize the importance of marketing in firms and in society
* Explain the marketing process and its components
* Describe the role of social responsibility and ethics in the marketing contexts
* Apply marketing concepts and tools across a broad spectrum of situations, including small and large firms as well as profit and not-profit organizations
* Develop and produce basic organization marketing plans and activities of products and services; and
* Apply and analyze marketing strategies and tactics within a simulated environment

# Course Resources

## Required Text and Other Resources

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 pertaining to the required and recommended readings, assignments and updates will be posted here. Check this site often.

The required book for the course is;

Title: Marketing

Author(s): Dhruv Grewal, Michael Levy, Shirley Lichti

Edition / Year: 5th Canadian Edition / 2021

Publisher: McGraw-Hill

Connect ISBN13: 9781264160044 (this is an e-book)

**Communication**

This course has a website (see <http://courselink.uoguelph.ca/>) for all sections, as well as 15 separate courselink sites associated with your individual Seminar. Please use the main website to post any questions you feel are of important to the whole class, and the other for those related to your Seminar group. If you have questions specifically for this course, please use the email **mcs1000@uoguelph.ca****.**

I will be communicating with you via your central email account from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list (nor respond to) non-University of Guelph accounts.

While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

# Course Assessment

## Method and Timing of Evaluation

Your performance will be evaluated based on the following:

## Connect Online Learning

See CourseLink for Details - Weekly – Connect Online Learning – 10% of Final Grade (10 activities) – These must be completed no later than midnight on the Sunday night (see CourseLink for dates/readings)

## CourseLink – Individual Online Discussions

See CourseLink for Details – *DUE DATES – no later than 6:00PM - (1) September 30th (2) October 21st (3) November 4th (4) November 18th*

Each Online discussion is worth 5% – best 3 out of 4, total of 15% of Final Grade

## In-class – Seminar Case Discussions

See CourseLink for Details – Seminar Dates – *Chapter Case Discussion (1) Sep 20/22/23 (2) Sep 27/29/30 (3) Oct 4/6/7 (4) Oct 25/26/27 (5) Nov 1/3/4* (5 cases - top 4 grades - 5 points each) – total of 20% of Final Grade

## Marketing Plan Report

See CourseLink for Details – 20% of Final Grade

*Written Report: All Groups –Submitted in CourseLink no later than 6:00pm, Friday November 25th*

## Signed Group and Accountability Contract

See CourseLink for Details – 3% of Final Grade – *submitted in CourseLink no later than 6:00pm, Friday September 23rd*

**Research Component – SONA**

See Courselink for Details - students who wish to earn marks towards their final grade in this course are encouraged to participate in research studies through a platform called SONA. This will be administrated by the Department of Marketing & Consumer Studies – 2% of Final Grade

## Final Exam – Saturday December 10th, 8:30 AM - 10:30 AM – Location - TBD

See CourseLink for Details – 30% of Final Grade

The purpose of the varied types of assignments and evaluation methods is to allow the student to experience and develop a number of different skill-sets such as written and verbal communication.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

*Extensions will only be granted on the basis of extenuating circumstances and must be discussed with the instructor.*

# Course Philosophy and Approach

*As this course is an introductory course, there is a high expectation that all students wish to, and have, various levels of interest in marketing and consumer studies. The philosophy of this course is that there is less concern on specific facts, and more focus on how the student thinks. The expectation is that the student, upon completing this course, will have developed the tools and skills necessary to succeed in subsequent Marketing and Consumer studies courses.*

*Thus, the view for this course is that the most effective and efficient use of classroom time (both for Lectures and Seminars) aims at reinforcing or clarifying what the student has tried to learn on an individual basis* ***before*** *entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare solutions, where applicable, to the assigned problems* ***PRIOR*** *to the class. These materials will be* ***DISCUSSED*** *in class.*

*In this course, much of your seminar time will be spent in-group interaction, case study discussions, and other activities. These activities enable you to share ideas and to improve communication skills. Through interaction, you will discover for yourself the meaning of concepts, the subtleties inherent in everyday business situations, and the rationales for various solutions to managerial problems. To achieve effective interaction, there are three expectations:*

***Attendance.*** *Because interaction is central, and also because your fellow group members will be relying on you for ideas in insights, it is expected everyone to attend every class (both Lectures and Seminars). Valid reasons for absence include serious illness and family emergencies. Studying for exams, completing assignments, and outside work, are not valid reasons to miss class.*

***Preparation.*** *You are expected to read assigned materials in advance and to be fully prepared for seminar discussions. You may be called upon to begin the class and to contribute to discussion at any time. Unsupported opinion will not substitute for informed discussion.*

***Group work.*** *You will participate in-group work during the term. The group should address group problems or conflict in a timely fashion. The G/UTAs and the Instructor are available to assist groups who experience any challenges in this area.*

# Course Schedule

| **Class** | **Date** | **Topic** | **Readings/Preparation/Assignments** |
| --- | --- | --- | --- |
| 0 | September 8th – 12th ***CourseLink*** | Visit the CourseLink Site | Read all materials, including the Course Syllabus and Requirements for the semester |
| 1 | September 12th and 13th  ***LECTURE***  | Introduction to Course – Course Project Introduction/In-class Cases/Online Assignments Signing up Text/Connect SystemLecture: What is Marketing? | Review of course syllabus – post comments to CourseLinkChapter 1***ONLINE DISCUSSION #1 – Opens September 13th***  |
| 2 | September 13th, 15th, 16th ***SEMINAR*** | Questions about Lecture 1 | Questions about the Course Requirements – “Group and Accountability Contract”  |
| 3 | September 19th and 20th  ***LECTURE*** | Developing Marketing Strategies and a Marketing Plan | Chapters 2, 2A, 3 |
| 4 | September 20th, 22nd, 23rd ***SEMINAR*** | Questions about Lecture 2 | Graded Case Discussion #1 - **Rise of the Electric Car*****Meet. Your group Members*****Selection of Group Project Company*****Group and Accountability Contract – Must be submitted no later than 6:00pm on September 23rd***  |
| 5 | September 26th and 27th ***LECTURE***  | Consumer Behaviour | Business-to-Business Marketing | Chapters 4 and 5 |
| 6 | September 27th, 29th, 30th ***SEMINAR*** | Questions about Lecture 3 | Graded Case Discussion #2 - **Battle of the Titans*****ONLINE DISCUSSION #1 – Closes, 6pm Friday September 30th*** |
| 7 | October 3rd and 4th ***LECTURE***  | Segmenting, Targeting, Positioning/Marketing Research  | Chapters 6 and 7***ONLINE DISCUSSION #2 – Opens October 4th***  |
| 8 | October 4th, 5th, 6th ***SEMINAR*** | Questions about Lecture 4 | Graded Case Discussion #3 – **Selfies as Data** |
|  | ***October 10th and 11th***  | ***Thanksgiving Holiday – no classes*** |  |
| 9 | October 11th, 13th, 14th  | ***No seminars*** | ***Work on your Group Marketing Project – email questions to G/UTA***  |
| 10 | October 17th and 18th ***LECTURE***  | Developing New Products-Product, Branding, and Packaging Decisions  | Chapters 8 and 9***ONLINE DISCUSSION #3 – Opens October 18th***  |
| 11 | October 18th, 20th, 21st ***SEMINAR*** | Questions about Lecture 5 | Video Discussion – **The Starbucks Experience** ***ONLINE DISCUSSION #2 – Closes, 6pm Friday October 21st***  |
| 12 | October 25th and 26th ***LECTURE*** | Services: The Intangible Product  | Chapter 10 |
| 13 | October 26th, 28th, 29th ***SEMINAR*** | Questions about Lecture 6 | Graded Case Discussion #4 – **How AI is Revolutionizing Customer Service**  |
| 14 | October 31st and November 1st ***LECTURE*** | Pricing Concepts and Strategies: Establishing Value | Chapter 11***ONLINE DISCUSSION #4 – Opens November 1st***  |
| 15 | November 1st, 3rd, 4th ***SEMINAR*** | Questions about Lecture 7 | Graded Case Discussion #5 – **Making Mastercard priceless** ***ONLINE DISCUSSION #3 – Closes, 6pm Friday November 4th***  |
| 16 | November 7th and 8th ***LECTURE*** | Distribution Channels - Retailing and Ominichannel Marketing | Chapters 12 and 13 |
| 17 | November 8th, 10th, 11th ***SEMINAR***  | Questions about Lecture 8 |  Video Discussion – **Tesco: Triumph and Tragedy** |
| 18 | November 14th and 15th ***LECTURE*** | Integrated Marketing Communications/Advertising, Sales Promotions, and Personal Selling | Chapters 14 and 15 |
| 19 | November 15th, 17th and 18th ***SEMINAR***  | Questions about Lecture 9 | Work on Marketing Plan Projects***ONLINE DISCUSSION #4 – Closes, 6pm Friday November 18th***  |
| 20 | November 21st and 22nd ***LECTURE*** | International Marketing | Chapter 16  |
| 21 | November 22nd, 24th, 25th ***SEMINAR***  | Questions on Lecture 10 | Work on Marketing Plan Projects***Written Marketing Plan Report: All Sections, all Groups –Submitted in Dropbos in CourseLink no later than 6:00pm, Friday November 25th***  |
| 22 | November 28th and 29th ***LECTURE*** | Ethics and Socially Responsible Marketing | Chapter 17  |
| 23 | Thursday December 1st Make up from Oct. 11th ***LECTURE – Sections 1 and 2 (regular room and time)***  | Wrap up and Review | Questions about final exam |
| 24 | Friday December 2nd Make up from Oct. 10th ***LECTURE – Section 3 (regular room and time)***  | Wrap up and Review | Questions about final exam |

*Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink.*

# Course and University Policies

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. 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

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories 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>

**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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: https://wellness.uoguelph.ca/accessibility/

**Course Evaluation Information**

Please refer to the Course and Instructor Evaluation Website

**Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

**Drop date**

The last date to drop one-semester courses, without academic penalty, is Friday December 2nd, 2022. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

# University Grading Scheme

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

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

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, Lang School of Business and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy.  We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context.  And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively contribute (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don’t talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business attire.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).

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| --- | --- |
| **Date Submitted to Chair:** |  |
| **Chair Signature (Approval):** |  |
| **Date Approved by Chair:** |  |