

## General Course Information

**Instructor:** Archie Bonifacio

*Email* [abonifac@uoguelph.ca](mailto:abonifac@uoguelph.ca)

*Office Hours* By Appointment  
*Department/School* Marketing and Consumer Studies

**Class Schedule:** Lecture Wednesdays 7:00PM MACN105

Along with the lecture, you will be enrolled in one of the following seminar times and assigned to a group. Groups will be finalized during the first two weeks of the seminar. All group members must be present at seminars to receive credit for group work. These seminars will be held in Room MACS129.

Seminar 0208 - Friday 12:30pm - 1:20pm

Seminar 0209 - Friday 8:30am – 9:20am

Seminar 0210 - Thursday 1:30pm - 2:20pm

Seminar 0211 - Friday 3:30pm - 4:20pm

Seminar 0212 - Thursday 4:30pm - 5:20pm

Seminar 0213 – Thursday 3:30pm – 4:20pm

Seminar 0214 – Tuesday 1:30pm – 2:20pm

**Pre-requisites:** None

**Restrictions:** 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.

## Course 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

**Upon successfully completing this course, you will:**

### Knowledge and Understanding:

LO1 Students will be able to explain the marketing process and its impact to implications to consumers, organizations, stakeholders and society.

LO2 Students will be able to create a basic marketing plan to demonstrate their understanding of market analysis and planning in both the product and service situations.

### Discipline/Professional and Transferable Skills:

LO3 Students will be able to apply marketing research and consumer behaviour concepts across a broad spectrum of situations, small and large firms as well as profit and not-profit organizations.

LO4 Students will be able to work collaboratively as marketing teams to develop decision-making and analytical skills through the application of simulations and presentations.

### Attitudes and Values

LO5 Students will be able to critically reflect upon their own consumer behaviour as it relates to social responsibility and ethical issues.

## Summary of Course Content and Materials

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, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. You will find that most of your questions can be answered through the information posted as well as discussion groups. You will be required to purchase a textbook with an online access package.

## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	4%	SONA Studies or Research Papers	LO3	<i>TBD</i>
<b>Assessment 2:</b>	21%	Lecture Pre-work and In-class Assignments via MyLab	LO 1 - 5	<i>Weekly</i>

<b>Assessment 3:</b>	1%	Group Contract	LO 1 - 5	<i>Week 3</i>
<b>Assessment 4:</b>	10%	Marketing Plan Pitch Presentation	LO 2	<i>Week 7</i>
<b>Assessment 5:</b>	15%	Marketing Plan Final Submission	LO 2	<i>Week 12</i>
<b>Assessment 6:</b>	14%	Marketing Plan Components	LO 2	<i>Weekly</i>
<b>Assessment 7:</b>	35%	Final Examination	LO 1 – 5	<i>See Exam Schedule</i>
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

### Lectures

Weekly lectures will cover a variety of topics from the text. The tentative schedule for lectures is as follows.

Week 1 – Chapter 1

Week 2 - Chapter 3

Week 3 – Chapter 5

Week 4 – Chapters 6 and 7

Week 5 – Chapter 8

Week 6 – Chapter 9

Winter Break

Week 7 – Chapter 10

Week 8 – Chapter 11 and 12

Week 9 – Chapter 13 and 14

Week 10 – Chapter 15

Week 11 – Chapter 3

Week 12 – Course Review

### In-class Simulations

During lectures, in order to enhance the learning of the lecture, students may be asked to complete an In-class Simulation through MyLab. Please ensure you have appropriate technology to complete the online simulation.

**My Lab is managed through our partners at Pearson. If you have any questions about MyLab, please feel free to contact [marguerite.weir@pearsoned.com](mailto:marguerite.weir@pearsoned.com).**

### Dynamic Study Modules

Prior to each lecture, students will be asked to complete a Dynamic Study Modules that will prepare them the content of each lectures. These modules are to be completed prior to each lecture in order to be graded. **Each assignment has a corresponding deadline. Please take accountability for your missed assignments. Because technology can fail, please complete your assigned work well in advance.**

**My Lab is managed through our partners at Pearson. If you have any questions about MyLab, please feel free to contact [marguerite.weir@pearsoned.com](mailto:marguerite.weir@pearsoned.com).**

### Seminars and Group Work

During seminars, students will work in groups to complete a group contract, a marketing pitch, a marketing plan and weekly components to create the marketing plan. All group members must be present at the seminar in order to receive full marks for their submission.

### Research Component

The research component of the course can be earned by participating in research studies throughout the semester. The research option requires you to work with the department of Marketing and Consumer studies using a system called SONA. If you choose this option, please contact them directly with any questions about this aspect of the course. SONA is completely administered by MCS's administrative office as it deals with ensuring the grades are inputted once the students complete the study.

Specific details of how to complete this requirement will be posted on CourseLink. If you choose not to participate in a research study, then there is a second option of reviewing two journal articles that are then graded by a teaching assistant.

**Marks for SONA and your Research Component will be uploaded after the term is complete. Please contact [rraso@uoguelph.ca](mailto:rraso@uoguelph.ca) if you have an questions about SONA.**

## Course Resources

### Required Text:

The required textbook is one of either --

Marketing: An Introduction, Sixth Canadian Edition Plus MyLab Marketing with Pearson eText -- Access Card Package, 6/E

Armstrong, Kotler, Trifts & Buchwitz

©2017 | Published: 02/05/2016

ISBN-10: 0134470524 | ISBN-13: 9780134470528

<http://catalogue.pearsoned.ca/educator/product/Marketing-An-Introduction-Sixth-Canadian-Edition-Plus-MyLab-Marketing-with-Pearson-eText-Access-Card-Package/9780134470528.page>

Marketing: An Introduction, Updated Sixth Canadian Edition with Integrated B2B Case Plus MyLab Marketing with Pearson eText -- Access Card Package, 6/E

Armstrong, Kotler, Trifts & Buchwitz

©2018 | Published: 01/07/2017

ISBN-10: 0134695062 | ISBN-13: 9780134695068

<http://catalogue.pearsoned.ca/educator/product/Marketing-Introduction-Updated-Sixth-Canadian-Edition-Integrated-B2B-Case-Plus-MyLab-Marketing-Pearson-eText-Access-Card/9780134695068.page>

**Recommended Text:** Not applicable

**Other Resources:**

Course Policies

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.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 Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.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](mailto: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**

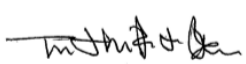
Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a

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 April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

<b>Date Submitted to Chair:</b>	December 5, 2019
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	