



**Marketing and Consumer Studies**  
**MCS\*1000**  
**INTRODUCTORY MARKETING W18 (03)**  
Winter 2018 (0.5 Credits)

**Instructor(s):**

Archie Bonifacio

**Teaching Assistant:**

Tracy Bento (tbento@uoguelph.ca), Duncan Di (hdi01@uoguelph.ca)

**Class Times and Location**

You are expected to attend and participate in the lectures. There will be pre-lecture and post-lecture quizzes.

Lecture 03 Wednesday            07:00pm - 08:50pm MACN105

**Seminars Schedule**

You will be enrolled in one of the following seminar times. You will form groups among your seminar classmates for course projects.

Seminar 0311 Friday	12:30pm-01:20pm MACS129
Seminar 0312 Friday	08:30am-09:20am MACS129
Seminar 0313 Thursday	01:30pm-02:20pm MACS129
Seminar 0314 Friday	03:30pm-04:20pm MACS129
Seminar 0315 Thursday	04:30pm-05:20pm MACS129

If you have questions that cannot be answered during the lecture or seminars, please feel free to email me at [abonifac@uoguelph.ca](mailto:abonifac@uoguelph.ca) to set up an appointment.

**Course Description**

This course covers products and services marketing. Students will be introduced to the theoretical concepts through independent reading, lectures and class discussions during seminar times. They will have the opportunity to apply these concepts through video cases, presentations, online assignments and comprehensive reports. Students will examine the process of marketing which includes: analyzing, planning, implementing, coordinating, and controlling programs involved in the conception, pricing, promotion, and distribution of products, services, and ideas designed to create and maintain beneficial exchanges with target markets for the purpose of achieving public and private organizational objectives.

**Course Learning Outcomes (CLO)**

1. To understand the importance and role of marketing in the firm and in society.
2. To understand the marketing planning process and its components in both the product and service situations. Discuss the management and activities of both product and service organizations.
3. To develop the ability to apply marketing concepts and tools across a broad spectrum of situations, including small and large firms as well as profit and not-profit organizations.
4. To foster the development of marketing decision-making, problem-solving, teamwork and analytical skills through: application of marketing concepts to the introduction of hypothetical new products in a competitive multimarket.
5. Discuss current social responsibility, ethical issues and globalization strategies.

## Course Schedule

Date		Unit Topic and Assigned Reading	Seminar
Unit 1 Jan 10	Topic	Introduction. The Marketing Process. The Marketing Concept. The Marketing Eras. (Chapter 1) CLO1	Understanding the CONNECT LearnSmart tool. Ensure you are enrolled for the CONNECT pre-lecture and post-lecture quizzes.
	Assignments	Online Practice Quiz (Chapter 1) due on Friday, January 12th before 11:59pm ET	Sign-up for SONA and CONNECT.
Unit 2 Jan 17	Topic	Company and Marketing Strategy (Chapter 2) CLO2	Discuss course expectations, research component and form groups.
	Assignments	Online Quiz (Chapter 2) due on Monday, January 15th before 11:59pm ET	Expectations of Seminars and Group Work.
Unit 3 Jan 24	Topic	Marketing Environment. Ethical and Social Responsibility in Marketing. (Chapters 3, 4) CLO5	Group assignments for and introduction to Online Simulation.
	Assignments	Online Quiz (Chapter 3, 4) due on Monday, January 22nd before 11:59pm ET	Group contract, and video case study #1 due Tuesday, January 30th before 11:45pm ET.
Unit 4 Jan 31	Topic	Understanding Consumer Behaviour. (Chapters 5) CLO3	
	Assignments	Online Quiz (Chapter 5) due on Monday, January 29th before 11:59pm ET	Video case study #2 due on Tuesday, February 6th before 11:45pm ET
Unit 5 Feb 7	Topic	Marketing Research. Gaining Consumers Insights. (Chapters 8) CLO2, 3, 4	
	Assignments	Online Quiz (Chapter 8) due on Monday, February 5th before 11:59pm ET	Video cast study #3 due Tuesday, February 13th before 11:45pm ET
Unit 6 Feb 14	Topic	Segmenting, Targeting, Positioning. (Chapters 9) CLO2, CLO5	Prepare your strategy and business plan for the Marketing Pitch.
	Assignments	Online Quiz (Chapter 9) due on Monday, February 12th before 11:59pm ET	Marketing Pitch – Marketing and Brand Facts due Tuesday, February 20th before 11:45pm ET.
Feb 19-24		Winter Break	Winter Break
Unit 7 Feb 28	Topic	Developing New Products and Services. (Chapter 10) CLO2	
	Assignments	Online Quiz (Chapter 10) due on Monday, February 26th before 11:59pm ET	Marketing Pitch – Key Competitor Gap Analysis due Friday, March 9th before 11:45pm ET.
Unit 8 Mar 7	Topic	Managing Products and Services. Brand Management. Service Marketing (Chapters 11, 12) CLO2	
	Assignments	Online Quiz (Chapter 11, 12) due on Monday, March 5th before 11:59pm ET	Marketing Pitch – New Product Idea due Friday, March 16th before 11:45pm ET.
Unit 9 Mar 14	Topic	Pricing. (Chapter 13) CLO2	
	Assignments	Online Quiz (Chapter 13) due on Monday, March 12th before 11:59pm ET	Video case study #4 due Tuesday, March 20th before 11:45pm ET
Unit 10 Mar 21	Topic	Retailing and Wholesaling. (Chapters 15) CLO2	
	Assignments	Online Quiz (Chapter 15) due on Monday, March 19th before 11:59pm ET	Video case study #5 due Tuesday, March 27th before 11:45pm ET
Unit 11 Mar 28	Topic	Promotion Mix. Advertising. Direct Marketing (Chapters 16, 17) CLO2	
	Assignments	Online Quiz (Chapter 16, 17) due on Monday, March 26th before 11:59pm ET	
Unit 12 Apr 4	Topic	Personal selling and Sales Management. (Chapter 18) CLO2	
	Assignments	Online Quiz (Chapter 18) due on Monday, April 2nd before 11:59pm ET	Final Marketing Plan due on Friday, April 6th before 11:45pm ET

**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 site.

## Teaching and Learning Practices

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. Check this site often and be sure to consult it first before asking questions. 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, Smartbook online access as well as participation in an online simulation.

**The required textbook is one of either:**

Marketing: CONNECT with SmartBook Digital Only © 2017

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William  
9781259272257 / 1259272257 CANH, or

Marketing: Print Package plus CONNECT with SmartBook © 2017

Authors: Crane, Frederick Kerin, Roger Hartley, Steven Rudelius, William  
9781259270901 / 1259270904CANH

**Seminars**

During your seminars, you will work on video cases, a marketing pitch and a final presentation. **Please be registered and organized in groups by the end of your second seminar on.**

**On-Line Communication**

Enrolment of this class could be as high as 300 to 350 students and our goal is to ensure that your questions are answered in an effective manner. Following the protocol below will help you get a prompt response to your inquiries and concerns.

- This course has a Web site (see <http://courselink.uoguelph.ca/>). Please post any questions you may have to the discussion area, or feel free to speak to the lecturer or the teaching assistants during classes or seminars.
- Please read all previous postings or consult a classmate prior to posting a new question.
- Demonstrate your diligence and commitment to this course, by ensuring you have exhausted all avenues of addressing your issue before reaching out to your TA or professor.
- If your matter is personal in nature, please e-mail Archie Bonifacio at ([abonifac@uoguelph.ca](mailto:abonifac@uoguelph.ca)).
- Always use your <uoguelph.ca> account for registering in online components of this class. Failing to do so may cause problems in grade synchronization with CourseLink.

**Course Assessment**

The course assessment has attempted to balance grades that will allow students to:

- Obtain 25 per cent of their final grade by the mid-term.
- Earn 40 per cent of their grade through group work and 60 per cent of their grade through individual accomplishments.
- Earn 60 per cent of their grade through marketing theory and 40 per cent of their grade through applying the theory.

Assignment	Weight	Learning Objective
Participation - Research Component	4%	n.a.
Participation – Pre-Lecture Quizzes (Self-Study)	10%	1, 2, 3, 4, 5
Participation – Post-Lecture Quizzes during class	11%	1, 2, 3, 4, 5
Group Work – Video Case Studies	10%	4
Group Work – Marketing Pitch	10%	4
Group Work – Final Marketing Plan	20%	1, 2, 3, 4
Final Examination	35%	1, 2, 3, 4, 5
<b>Total</b>	<b>100%</b>	

**Participation**

There are three key components to the participation mark. A research component, pre-lecture quizzes completed as self-study and post-lecture quizzes during class.

Research Component (4%)

The research component of the course can be earned by participating in a research study throughout the semester. 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.

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.

*Marks for SONA and your Research Component will be uploaded after the term is complete, but prior to the final examination. Please be patient and refrain from asking for updates on these marks.*

#### CONNECT Pre-lecture Online Quizzes (self-study) (10%)

There are weekly online quizzes using the adaptive tool *LearnSmart* included in CONNECT. You can access CONNECT directly via the link in the top right-hand corner of your course. **Students may complete the assignments at their own pace, but in order to earn marks the online quiz needs to be complete before the deadline.** The adaptive tool will automatically give feedback on the content that needs further clarification. The Quizzes are based on the chapter(s) covered in the lecture. **After the due date, students may still complete the homework (but not for marks).** Because technology can fail, please complete your assigned work well in advance.

#### CONNECT Post-lecture Online Quizzes during class (11%)

**Please bring appropriate technology to each lecture and be prepared to access the CONNECT tool.** During the lecture you may be asked to participate in pop quizzes. These quizzes will be marked. Completing the pre-lecture online quizzes will help prepare you for the online quizzes held during the lecture.

### **Group Work**

Throughout the course, students will be asked to submit answers to questions to apply their marketing knowledge. In order to earn marks for your submission, you will need to respond to these questions by the deadline provided in the lecture and seminars. Furthermore, you will be asked to create and sign a group contract during your seminars.

A group contract is an agreement between you and your group members to meet certain levels of expectations. Although there is no set format for the group contract, in order to achieve full marks for your submission, your group contract must include the following items. Your group members:

- *Have all read the MCS1000 course outline thoroughly and understand it.*
- *Will be accountable for their own performance and each individual's performance.*
- *Agree to meet weekly regularly during their scheduled seminar time.*
- *Provided contact information to one another.*
- *Commit to delivering work on time and will not request consideration for late submissions.*

The group contract and all applications submissions need to be signed with original signatures, scanned and uploaded to the DropBox.

***Dropbox submissions after the stated deadline will not be marked. Dropbox submissions without original signatures will either not be marked or have marks deducted.***

Students will be organized into groups of up to six in order to participate in various seminar activities. The activities are designed to allow students to apply their knowledge from the lecture. Once committed to a group, you will share the workload and grades of your fellow teammates. **Please choose your group members carefully, set expectations and gain commitment. Marks will be deducted for groups that do not submit work as a team.**

Furthermore, groups will work together to develop a new product for an existing company. They may choose any company, but it should be unique from other groups in their seminar. Groups will develop a marketing pitch of one that new product will be and then build on that pitch with a final marketing plan to be developed at the end of the term.

### Group Contract and Videos Case Studies (10%)

Groups will review and video case during the seminars and asked to submit answers to questions posed. Each submission will be worth one marks. **In order to receive full marks, the submission must be signed by all students in the group and uploaded by the end of the day.** A group contracted submitted towards the beginning of the term is worth 2.5 per cent, while each of the video cases are worth 1.5 per cent each.

### Marketing Pitch (10%)

During your seminars, you will be asked to develop a product pitch. This pitch will be consist of --

- Brand Selection, Brand and Market Key Facts (earn up to 3%)
- Key Competitor "Gap" Analysis and New Product Ideation (earn up to 3%)
- New Product Pitch (earn up to 4%)

Marks will be awarded on thorough and complete response to assigned questions; correct application of marketing theory; and mechanics (spelling, sentence structure, clarity of communication). The marketing pitch will tie into your final marketing plan.

### Final Marketing Plan (20%)

The final marketing plan is a culmination of your findings and learning from the course. It is to be a detailed plan of how you bring your product to market. Keep your comments succinct and brief in APA format. Reference information from the textbook, lectures and other marketing articles to create a final report of no more six pages excluding references and appendices.

***Late submissions will be penalized 2.5 per cent per day to a maximum of two actual days. Submissions after two days will not be graded.***

### **Teamwork**

Working in groups can be challenging; however, it is an activity that business students need experience in. To help you create the best team dynamic to allow your team to succeed, you will have the opportunity to choose your teams and evolve your teams. If after your initial selection you have issues, the following may occur –

Case 1: If an employee does not complete his or her expected workload, companies would fire the employee. If as a team you feel that one or two members are not contributing to the work of the team then you may *fire* them. To do that you need to --

1. Document that you have made several attempts to contact this student and explained expectations.
2. E-mail one of the teaching assistants, copying all members on the team and indicate the student you wish to fire.
3. Be aware that a new employee can be joining your team in lieu of the fired one.

Case 2: If an employee feels that he or she is too good for a company, the employee can look for another job. If you feel that you are working much more than your teammates and that you could do better in another team go ahead and look for another job. To do that you need to –

1. Email one of the teaching assistants requesting to find another job and explain your reasons.
2. Be aware that you'll be placed in a team with similar observed behaviour than yours.

Important -- We will not make any changes in the teams if they are not initiated by students. Please be aware that even though, we'll make our best effort to coordinate all requested changes, due to space availability some changes may not be feasible to perform.

### **Note:**

1. CONNECT is a required component of this course with 21% of your grade associated to it. In order to get CONNECT, you need to purchase either the Textbook or the eBook. Students in financial distress situations, who cannot purchase the book, should contact the instructor to discuss alternatives.
2. Students who purchase the online version will have option to order from McGraw-Hill a printed copy of

the text in loose leaf format for an additional \$30 + S&H. This printed copy will be shipped to their homes.

### **Exams**

There will be a final exam covering material from the class sessions, cases, and assignments. The exam is closed-book and closed notes. It will usually consist of multiple choice and short answer type questions. Obviously, no collaboration is allowed.

The final exam, comprising 35% of the overall course grade, will cover the material from the entire course. The final examination for MCS\*1000 may include multiple choice questions, true and false, fill in the blanks and short answer/essay style questions. For the final exam, you must check with the university Web site / academic calendar for times, dates and locations of the final exam.

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 enrol in this course if you have a time conflict with another course.

When writing the final exam you must --

- (1) Write your name and student number on all documents including the exam question sheet and the *Scantron* sheet.
- (2) Write the appropriate version code from your final exam on the *Scantron* sheet.

If you do not write your name and student number on all documents or if you put the wrong final exam version code on the *Scantron* sheet you will automatically be penalized a reduction of 5 points on your grade for the exam.

### **Additional Evaluation Details**

*All assignment deadlines are absolute. Extensions will only be granted on the basis of extenuating circumstances. Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.*

### **Course Philosophy and Approach**

The simplest way to succeed in this class is to complete the assigned reading before class, and then listen and discuss the concepts in lecture. The simulation will complement your learning by applying hands-on what you covered in the lectures.

## 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, student identification number, and e-mail contact information. Thoroughly review the academic calendar for information on regulations and procedures for academic consideration:

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

*Please do not e-mail your course instructor or teaching assistant until you have reviewed the Web site. Understanding the guidelines is important to facilitating a response.*

### **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:

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

### **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 the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website:

<http://www.csd.uoguelph.ca/csd/>

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#).

## University Grading Scheme

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.