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**MCS\*3000 Advanced Marketing**

**Fall 2021**

**Credit Weight: 0.50**

**Instructor:** Stephanie Wong

*Email:* [swong24@uoguelph.ca](mailto:swong24@uoguelph.ca)

*Office Location: N/A*

*Office Hours:* Send email to arrange time to meet over Microsoft Teams or Zoom

*Department/School:* Department of Marketing and Consumer Studies,

Gordon S. Lang School of Business and Economics

**Teaching Assistant:** TBC

**Class Schedule:** Tuesdays and Thursdays, 1:00pm-2:20pm - In classroom

**Location:** MACN Room 113

**Pre-requisites:** 10.00 credits including MCS\*3000

**Restrictions:** Not available to BComm students registered in MKMN, MKMN:C, AGBU, AGBU:C major

**Course Description**

In a world of evolving technologies, Marketing is continuously redefining itself to meet new challenges and opportunities. This course provides students with the opportunity to expand their knowledge of the marketing principles and strategies learned in Introduction to Marketing as well as explore sales and its relationship to the discipline.

Students are introduced to the concepts and principles of Marketing planning (e.g., consideration of environment, industry, consumer, and company characteristics). Key development of the students’ current theoretical knowledge related to Marketing will be the creation of a Marketing Plan, which enables the practical application of ideas and concepts to facilitate a higher level of understanding.

Additionally, the course will touch on Personal Selling and Sales Management from both a theoretical perspective, as well as a more practical examination.

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**Course Learning Outcomes**

This course is designed to foster a learning environment in which students become skilled in the use of marketing planning concepts. More specifically upon successful completion of this course, students will have the ability to:

1. Apply Marketing theory to investigate current, real world business and marketing issues.
2. Identify, evaluate, and provide effective solutions (e.g., Marketing strategies) to these current issues.
3. Demonstrate proficiency in professional business communication (i.e., written and oral communication) in the preparation of a strategic Marketing Plan).
4. Describe how effective Marketing contributes to competitive advantage, value creation, and organizational decision making.
5. Work collaboratively to solve problems, propose and evaluate effective solutions based on credible evidence and theory.

***Knowledge & Understanding:***

1. Describe the theories of marketing and sales management as well as their strategies as an organizational function and how it is used to solve organizational challenges.

***Discipline/Professional and Transferable Skills:***

1. Use evidence from a variety of sources to make informed marketing and sales decisions and recommendations to address organizational challenges.
2. Communicate via a marketing plan how to address such challenges and describe strategies that have been used in real-world scenarios.

***Attitudes & Values:***

1. Describe the challenges that marketing and sales managers face in addressing problems associated with marketing strategy, competitive environments, and the evolving marketplace.

**Summary of Course Content and Materials**

*(NOTE: Course schedule may be subject to changes throughout the semester if necessary)*

It is strongly recommended that you follow the course schedule provided below. The schedule outlines what you should be working on each week of the course and lists the important due dates for the assessments. By following the schedule, you will be better prepared to complete the assessments and succeed in this course.

Students must come to lecture having pre-read the assigned textbook chapter(s) and be prepared to discuss materials.

**Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Wk** | **Date** | **Topic** | **Readings & Assignments** |
| 1 | Sept 09 | Course Intro | * **Review CourseLink:** Welcome message & Course Outline * **Buy Textbook package** * **Student Introduction:** Post introduction on CourseLink in Discussion -> Student Introduction * **Group work:** Connect with your group members |
| 2 | Sept 14 | Marketing Overview | * **Pre-Read:** Ch 01: Marketing in Today’s Business Milieu * **Pre-Read:** Ch 02: Marketing Foundations: Global, Ethical, Sustainable * Discussion on deliverables (if needed) |
| Sept 16 | Marketing Strategy | * **Pre-Read:** Ch 03: Elements of Marketing Strategy, Planning and Competition * Discussion on Quizzes & Video Assignments (if needed) |
| 3 | Sept 21 | Marketing Research | * **Pre-Read:** Ch 04: Marketing Research Essentials * **In-Class Quiz #1:** Ch 03 & 04 (2:00-2:20pm) |
| Sept 23 | Marketing Analytics | * **Pre-Read:** Ch 05: CRM, Big Data and Marketing Analytics * **Video Case #1:** Google: How Search Works   https://www.youtube.com/watch?v=BNHR6IQJGZs  (due Sept 26 @11:59pm) |
| 4 | Sept 28 | Consumer Behaviour | * **Pre-Read:** Ch 06: Understand Consumer and Business Markets * **In-Class Quiz #2:** Ch 05 & 06 (2:00-2:20pm) |
| Sept 30 | Consumer Segmentation | * **Pre-Read:** Ch 07: Segmentation, Target Marketing and Positioning * **Video Case #2:** Millennials Shop and Buy Differently   https://www.youtube.com/watch?v=QPd-oJs-DjM  (due Oct 03 @11:59pm) |
| 5 | Oct 05 | Product Development | * **Pre-Read:** Ch 08: Product Strategy & New Product Development * **In-Class Quiz #3:** Ch 07 & 08 (2:00-2:20pm) |
| Oct 07 | Guest Speaker(s) #1 |  |
| 6 | Oct 12 | **Fall Study Break Day** | **No Class** |
| Oct 14 | Brand Equity | * **Pre-Read:** Ch 09: Build the Brand * Discussion on Mid-Term exam (if needed) |
| 7 | Oct 19 | **Mid Term Exam** | **On CourseLink 1:00-2:20pm** |
| Oct 21 | Services Marketing | * **Pre-Read:** Ch 10: Service as the Core Offering * **In-Class Quiz #4:** Ch 09 & 10 (2:00-2:20pm) |
| 8 | Oct 26 | Pricing | * **Pre-Read:** Ch 11: Manage Pricing decisions * **Video Case #3:** This is How Airlines Price Flights   https://www.youtube.com/watch?v=pjldZKdtxes&t=105s  (due Oct 29 @11:59pm) |
| Oct 28 | Marketing Channels | * **Pre-Read:** Ch 12: Manage Marketing Channels, Logistics and Supply Chain * **In-Class Quiz #5:** Ch 12 & 13 (2:00-2:20pm) |
| 9 | Nov 02 | Digital & Social Media | * **Pre-Read:** Ch 13: Promotion Essentials: Digital and Social Media Marketing * **Video Case #4:** The Hunger Games: IMC   https://www.youtube.com/watch?v=kNaDjJ-lsKQ&t=14s  (due Nov 05 @11:59pm) |
| Nov 04 | Final Case Project Discussion #1 | Breakout rooms by Group  Discussion on Final Case Project –  Case distributed to class and deliverables discussed |
| 10 | Nov 09 | Guest Speaker(s) #2 |  |
| Nov 11 | Advertising & Public Relations | * **Pre-Read:** Ch 14: Promotional Essentials: Legacy Approaches |
| 11 | Nov 16 | Sales: Psychology of Buying | * **Pre-Read:** Posted Notes in CourseLink * **Video Case #5:** Remax: Psychology of Buying a home   https://www.youtube.com/watch?v=2gsre3IoD40  (due Nov 19 @11:59pm) |
| Nov 18 | Sales: Customer Relationships | * **Pre-Read:** Posted Notes in CourseLink |
| 12 | Nov 23 | Guest Speaker(s) #3 |  |
| Nov 25 | Final Case Project Discussion #2 | Breakout rooms by Group  Discussions on Final Project/Help |
| 13 | Nov 30 | Course Wrap Up | Course Review  Discussions on Final Project/Help |
| Dec 02 | **Final Case Project Due** | **Written Final Case Study Project report due Dec 02 @11:59pm – Listed Penalty shall be applied on Late Submission** |

Please be advised that the instructor may not be able to touch upon every topic in the chapter due to time limitations. However, it is the responsibility of the student to read all concepts in the chapter (for quizzes, mid-term or otherwise) and ask for clarification, if needed.

**General Notice for Group Members**

[*Instructor reserves the right to change the group formation* (if required)]:

* Students will be assigned to groups, each consisting of (on average) 5 members. Every group will work together to complete Video Case Studies, as well as the Final Case Project.
* Be prepared to be held accountable by your team. Be firm with a free rider. Don’t tolerate careless work or missed deadlines. It can damage the overall quality of the project. If a free rider doesn’t get the message, assemble the group and confront him/her directly [in an amicable way], outlining the agreed upon responsibilities for each member.
* If it still does not work, group has a right to drop a member who is not taking the responsibility, however, if this is to be done. Last date to drop a group member from Final Case Project written report is Nov 04/21. Group cannot drop a member after that date. If a group decides to drop a member, group coordinator is to send an email to all group members with CC to the instructor. **However, a member cannot be dropped from any report/activity without giving advanced notice to the instructor.** In this case dropped member shall be awarded ZERO in the assignment.
* Please note INDIVIDUAL member cannot walk out of the group. Individual Final Case Project not allowed. If a student decides not to work with the group, s/he shall be awarded ZERO on the final case project.

**Course Assessment**

The grade determination for this course is indicated in the following table. A brief description of each assessment is provided below. Due dates can be found under the Schedule heading of this outline.

|  |  |
| --- | --- |
| **Method** | **Percentage** |
| Bi-Weekly Connect Quizzes (5 x 4%) (Individual) | 20 |
| Video Discussions & Questions (5 x 4%) (Group) | 20 |
| Mid Term (Individual) | 35 |
| Final Case Study – Written report (Group) | 25 |
| **Total** | **100** |

***Teaching and Learning Practices***

**Lectures:** Lectures will be used to go over Key Theories related to Advanced Marketing concepts and will include in-class discussions, quizzes and videos at times throughout the course

CourseLink will be used for announcement purposes, submission of assignments as well as position materials outside of the texts.

**Guest Speakers:** There will be three guest lectures delivered by industry professionals on their career paths within Marketing/Advertising/Sales/Research/PR. These will be interactive lectures where students will have the opportunity to interact with experienced experts in Marketing and Marketing adjacent fields.

**Quizzes:** There will be 5 quizzes held in class, on which students will be graded individually. Quizzes will cover both material discussed in the lectures, as well as assigned readings and videos.

Students are responsible for their own electronic device and device functionality in order to access the quiz on CourseLink while in class. Note that classroom MACN 113 does not have any available electric outlets.

**Video Discussions &**

**Questions:** Five video case studies will be discussed. Students will work on answering related questions with their group members. Submission due dates can be found under the Schedule heading in this outline.

**Mid-Term:** There will be one Mid-Term in this course that will be graded on an individual basis.

**Final Case Project:** Students will complete a Final Case Project written report as a group. *(Detailed guidelines for “Final Case Project” and “Case Rubric” are posted on the course website under CourseLink, under Content -> Final Case Project)*

***Course Resources***

**Required Text:** This course requires the use or purchase of **Connect** to complete the course activities and/or assessments. It is your responsibility to ensure that you have all the required materials for the course.

1. **MCS 3000 Advanced Marketing textbook (REQUIRED)**

Title: Marketing Management (with Connect Access code)

Author (s) : Greg W. Marshall and Mark W. Johnston

Edition: 3rd Edition / 2019

ISBN: 9781260157796 (Connect version)

Publisher: McGraw Hill

1. **Class Website on CourseLink**

CourseLink is the primary resource of course-related information. All announcements, required and recommended readings, assignments and updates will be posted on CourseLink. Students should check the course website (<http://courselink.uoguelph.ca>) regularly throughout the semester.

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

**CourseLink Support**

Email: [courselink@uoguelph.ca](mailto:courselink@uoguelph.ca)

Tel: 519-824-4120 ext. 56939

**Course Policies**

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://www.uoguelph.ca/covid19/>) and circulated by email.

**Grading Policies:**

Unless you have discussed a potential extension at least 1-week ahead of the due date with the instructor, late penalties of 10% 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 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 F21 one-semester courses, without academic penalty, is Friday December 3, 2021. For regulations and procedures for Dropping Courses, see the Academic Calendar: https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtm