

General Course Information

Instructor:	Stephanie Villers
<i>Email</i>	villerss@uoguelph.ca
<i>Office Location</i>	MINS 216B
<i>Office Hours</i>	Fridays 2:30 – 3:00 p.m. or by Skype appointment
<i>Department/School</i>	Marketing and Consumer Studies
Class Schedule:	Friday 11:30 a.m. - 2:20 p.m.
Pre-requisites:	1 of ECON*2740, PSYC*1010, STAT*2040, STAT*2060, STAT*2080
Restrictions:	This is a Priority Access Course. Contact the Department for details.

Course Description

This course covers general concepts and expectations of quality assurance from consumer, government, managerial and technological points of view and examines the relationship of national and international groups concerned with quality assurance. Seminars apply concepts to selected products and services.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

- LO1. Understand the vocabulary, management techniques, standards, and methods that apply to quality assurance in modern product and service industries.
- LO2. Understand the strategies used to meet consumer and government expectations of quality and reliability in the manufacturing and particularly the service industry.
- LO3. Apply theoretical course concepts to practice.
- LO4. Demonstrate the Attitudes and Values outlined below.

Knowledge and Understanding:

Students will gain knowledge and understanding of the history and trajectory of quality management in a marketing context.

Discipline/Professional and Transferable Skills:

This course will use case studies to bridge theory and practice. Students will also have the option to complete an experiential learning project for a client in order to gain hands-on skills in high demand by marketing employers.

Attitudes and Values

- A. Professionalism: You will be required to demonstrate professionalism through the delivery of presentations and the completion of an experiential learning project.
- B. Teamwork: You will need to work collaboratively with classmates to complete projects building your teamwork skills.
- C. Time Management: It will be necessary to manage your time effectively and to complete specific tasks within prescribed timelines.
- D. Comprehension: You will need to demonstrate comprehension of course concepts through quizzes and practical application of theory to solve business problems.

Summary of Course Content and Materials

Case Study Facilitation (20%)

Case studies will follow weekly lectures. The cases will be related to the weekly readings from the textbook. Students will work in groups of six to present one case study throughout the semester. Groups will prepare a 30-minute PowerPoint presentation of the case. Presenters should (i) link the case study to key concepts in the textbook chapter for that week; (ii) provide deeper insight into the case through additional research; and (iii) develop a series of questions/exercises that engage the class in a 30-minute group discussion on the topic.

While one group will present the case each week, all students are required to read each case in order to actively participate in the group discussion. Electronic devices are prohibited during case presentations. A sign-up sheet will be supplied on the first day of class. Peer evaluation forms are to be submitted to the CourseLink Dropbox by on the day of your presentation before midnight. Your teammate scores will be averaged and this will be the percent of the team grade that you are allocated.

Please refer to the “Case Study” rubric on CourseLink for grading criteria.

Classroom Participation (10%)

The purpose of this course is to introduce you to the theory and practice of quality management and to demonstrate the important role that quality considerations have in the

operation of successful organizations. Your active participation is required in order to facilitate a learning environment conducive to this objective.

Participation will be quantitatively calculated based on class attendance (50%) and classroom contributions (50%). Your participation mark will then be bell curved against the class average.

Example: You attend 80% of the classes (4/5) and contribute 18 quality insights wherein the class average is 20 (4/5). Total participation grade = 8/10.

Experiential Learning Project or Essay Alternative (40%)

Students will have the opportunity to carry out one of two a digital marketing projects. This hands-on experience will allow students to apply quality principles learned in class to a real-world service industry setting.

Experiential Learning Projects (25%)

I will assign final team grades, but peer 360° evaluations will determine individual grades. Group #1 will build a website for their client. Final team grades for this assignment will be determined by the quality of the website using a benchmark comparison with top head shop websites (aesthetics, content development, use of media, SEO). Group #2 will manage their client's social media. Teams will create a unique weekly post on three social media platforms – Facebook, Instagram, and Twitter (campaigns are encouraged). Each week your group will track the number of likes, comments and shares on each social media platform. Final team grades for this assignment will be determined by the quality and proliferation of posts.

Each of the two groups will assign one communications liaison to correspond with the business owner. You may use your own financial resources up to \$100 per team (you will submit a final expense report). While it is not required, it is highly recommended that you divide the work amongst areas of specialization. An anonymous central login will be created for each digital platform and shared with all team members, the client and me.

Experiential Learning Progress Report (10%) – February 14, 2020

A team progress report worth 10% must be completed and submitted to CourseLink Dropbox on or before the due date. Each report will be max 5 pages double spaced, 12pt Times New Roman font (excluding cover page, appendixes and any references). Please refer to the "EL Report" rubric on CourseLink for grading criteria.

Personal Reflection (5%) – April 3, 2020

A two-page personal reflection on what you learned throughout this project will be completed and submitted to CourseLink Dropbox. Each reflection will be max 2 pages double spaced, 12pt Times New Roman font (excluding cover page, appendixes and any references). Please refer to the "EL Reflection" rubric on CourseLink for grading criteria.

Essay Alternative

Instructions on the Essay Alternative are available on CourseLink.

Online Tests (15% each)

There will be two online open book tests. Each test will consist of 30 multiple choice questions worth 0.5 each. You will have 60 minutes to complete each test. Test 1 will cover the material up to and including February 14, 2020 (Chapters 1-5; Cases A-D; Lectures). Test 2 will cover the material from February 28, 2020 up to and including March 27, 2020 (Chapters 7 & 11-14; Cases E-I; Lectures).

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Case Study Facilitation	LO 1 - 4	<i>Sign-up In Class</i>
Assessment 2:	10%	Classroom Participation	LO 1, 2	<i>Ongoing In Class</i>
Assessment 3:	40%	EL Project or Essay Alternative	LO 1, 3, 4	<i>Apr 3 CourseLink</i>
Assessment 4:	30%	Online Tests	LO 1, 2	<i>Feb 14 / Apr 3 CourseLink</i>

Teaching and Learning Practices

Lectures

The core concepts of quality management are explained in a series of traditional lectures. Lectures will be conducted for the first half of class from 11:30 a.m. – 12:45 p.m.

Case Studies

Students will apply the core concepts of quality management from lectures to case studies from a variety of "real world". Case Studies will be presented in the second half of class from 1:00 p.m. – 2:00 p.m.

EL Project / Essay

The last 20 minutes of each class will be set aside to work on your term projects.

Course Resources

Required Text: Evans, J.R. and Lindsay, W.M., Managing for Quality and Performance Excellence, 10th edition, SouthWestern Publishing (Thomson Learning), 2017.

Other Course Materials: Weekly Cases will be available via CouseLink.

Course Schedule

Day	Date	Topic	Readings
Friday	Jan. 10,	Lecture: Course Overview, Intro to QA, Case and Experiential Learning Teams	Chapter 1
Friday	Jan. 17	Lecture: Foundations of QA Case Study A: Lululemon	Chapter 2 Case A
Friday	Jan. 24	Lecture: Customer Focus Case Study B: Dove	Chapter 3 Case B
Friday	Jan. 31	Lecture: Workforce Focus Case Study C: Southwest Airlines	Chapter 4 Case C
Friday	Feb. 7	Lecture: Process Focus Case Study D: Toyota	Chapter 5 Case D
Friday	Feb. 14	Experiential Learning Progress Report Test 1: Ch. 1-5, Cases A-D, Lectures	
READING WEEK			
Friday	Feb. 28	Lecture: Quality & Product Excellence Case Study E: Apple	Chapter 7 Case E
Friday	Mar. 6	Lecture: Strategy & Performance Case Study F: Hewlett-Packard	Chapter 11 Case F
Friday	Mar. 13	Lecture: Measurement & Knowledge Case Study G: Walmart	Chapter 12 Case G
Friday	Mar. 20	Lecture: Leadership & Performance Case Study H: Fiji Water	Chapter 13 Case G
Friday	Mar. 27	Lecture: Building & Sustaining Quality Case Study I: Disney	Chapter 14 Case I
Friday	Apr. 3	Experiential Learning Personal Reflections and Peer 360° Test 2: Ch. 7,11-14 Cases E-I, Lectures	

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 or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

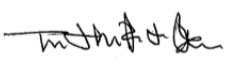
Recording of Materials

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>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	11 th December, 2019