

General Course Information

Instructor:	Scott Van Wagner
<i>Email</i>	scott.vanwagner@guelphhumber.ca
<i>Office Location</i>	MINS 206A
<i>Office Hours</i>	By appointment
<i>Department/School</i>	Marketing & Consumer Studies

Class Schedule: Monday & Wednesday 10:00 to 11:20 & 4:00 to 5:20

Pre-requisites: 15.00 credits including [MCS*3030](#), [MCS*3500](#)

Restrictions: This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Course Description

This course focuses on the decision-making role of the marketing manager who is responsible for formulating the strategic marketing plan. The theory of selecting market target(s) for the firm's product and/or services and the development of the marketing mix (product, price, promotion, distribution) with the aid of market research and computerized information systems is covered.

Course Learning Outcomes

Upon completing this course, you will:

Some key learning outcomes for this course are:

- Identify and **prioritize** strategic marketing challenges and objectives
- Demonstrate the ability to identify and analyze **relevant** market intelligence
- Recommend and justify competitive marketing strategies, including segmentation, positioning, and the marketing mix, to create value for stakeholders in the marketplace
- Design and critique marketing tactics that are consistent with an organization's marketing strategy.

Knowledge and Understanding:

1. Recognize and apply strategic marketing tools to business issues.
2. Interpret data and transform it into practical action plans.
3. Appraise the effectiveness of proposed courses of action.

Discipline/Professional and Transferable Skills:

1. Interpret data from a variety of sources to make informed decisions and recommendations to address strategic business challenges.
2. Produce coherent proposals, well supported by analysis, to address enigmatic situations.
3. Effectively communicate and justify determined courses of action to others.

Attitudes and Values

1. Comprehend the challenges that managers face in developing solutions to strategic issues.
2. Recognize the value in a reasoned approach to problem-solving.
3. Appreciate the merit in critically assessing the views of others in the development of solutions to complex problems.

Summary of Course Content and Materials

#	Date	Topic	Readings
1	Jan. 6 th	Introduction	Review course outline and class expectations Group Formation
2	Jan. 8 th	Overview of Case Analysis	Assignment of individual and group case studies Selection of group presentation topic Instructor Presentation
3	Jan 13 th	New Product Development	Case: Cambridge Software Corp.
4	Jan 15 th	Promotion	Case: Anheuser-Busch InBev N.V - The Budweiser brand in Canada
5	Jan. 20 st	Retail	Case: Macy's Inc.: Turnaround - Strategy in Crisis
6	Jan 22 rd	Group Presentations 1	
7	Jan. 27 th	Digital Business Strategy	Case: ING Bank: Facing Digital Disruption Group & Individual Case 1
8	Jan 29 th	Digital Marketing	Case: Airbnb, Etsy, Uber: Growing from One Thousand to One Million Customers

9	Feb 3 th	Group Presentations 2	
10	Feb.5 th	Positioning	Case: EILEEN FISHER: Repositioning the Brand Group & Individual Case 2
11	Feb. 10 th	Customer Experience & Journey	Case: AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey
READING WEEK			
12	Feb. 12 th	Supply Chain	Case: VF Brands: Global Supply Chain Strategy
13	Feb. 24 th	Group Presentations 3	
14	Feb. 26 th	Business Sustainability	Case: Bakeys Cutlery: An Innovative Sustainable Product Group & Individual Case 3
15	Mar. 2 nd	Innovation	Case: Westeron: Rallying “The Crowd” to Reboot Innovation
16	Mar. 4 th	Marketing Strategy	Case: PromenAid Handrail: Managing Growth
17	Mar 9 th	Group Presentations 4	
18	Mar. 11 th	Branding	Case: Next Generation Green – White Dog Café and its Evolving Brand Identity Group & Individual Case 4
19	Mar. 16 th	Marketing Strategy	Case: Voice War: Hey Google vs. Alexa vs. Siri
20	Mar. 18 th	Pricing	Case: Metabical: Pricing, Packaging, and Demand Forecasting for a New Weight-Loss Drug
21	Mar. 23 th	Customer Lifetime Value (CLV)	Case: Maru Batting Center: Customer Lifetime Value
22	Mar. 25 th		Final Case Assignment distributed in class today

23	Mar. 30 th		No class – time for assignment
24	Apr. 3rd		Hard copy of the final case assignment due April 3rd, 4:00 pm in Dropbox in MCS office.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Class Contribution <ul style="list-style-type: none"> ▪ Demonstrate your assessment of market intelligence. ▪ Identify strategic marketing challenges. 	<ul style="list-style-type: none"> ▪ Given ambiguous situations, the student will be able to extrapolate the relevant data and articulate a reasoned response to the issue presented 	<i>See Course Schedule</i>
Assessment 2:	20%	Case Report - Individual <ul style="list-style-type: none"> ▪ Create a marketing strategy that fits with the company's core competencies and the environment. ▪ Recommend and justify competitive marketing strategies, including segmentation, positioning, and the marketing mix, to create value for stakeholders in the marketplace and society at large. ▪ Design and critique marketing tactics that are consistent with an organization's marketing strategy 	<ul style="list-style-type: none"> ▪ Given ambiguous situations, the student will be able to analyze the information provided and formulate action plans based upon the application of strategic marketing principles ▪ Given incomplete information, the student will identify opportunities to apply strategic marketing tools towards the development of marketing plans ▪ Given a completed marketing plan, the student will be able to evaluate the potential effectiveness of the plan. 	<i>See Course Schedule</i>

Assessment 3:	20%	Case Report – Group	<ul style="list-style-type: none"> ▪ As above, pre the individual case study learning objectives. ▪ Immersed in a group situation, the student will draw from their knowledge base to constructively critique the proposals of other group members and utilize persuasion in the presentation of their ideas. 	<i>See Course Schedule</i>
		<ul style="list-style-type: none"> ▪ Create a marketing strategy that fits with the company’s core competencies and the environment. ▪ Recommend and justify competitive marketing strategies, including segmentation, positioning, and the marketing mix, to create value for stakeholders in the marketplace and society at large. ▪ Design and critique marketing tactics that are consistent with an organization’s marketing strategy. 		
Assessment 4:	20%	Group Presentation	<ul style="list-style-type: none"> ▪ Assigned a specific marketing topic, the student will be able to breakdown the salient points of the topic and produce a presentation based on those points. 	<i>See Course Schedule</i>
		<ul style="list-style-type: none"> ▪ Create a marketing strategy that fits with the company’s core competencies and the environment. ▪ Recommend and justify competitive marketing strategies, including segmentation, positioning and the marketing mix, to create value for stakeholders in the marketplace and society at large. ▪ Design and critique marketing tactics that are consistent with an organization’s marketing strategy. 		

Assessment 5:	20%	Final Case Study - Individual	<ul style="list-style-type: none"> ▪ As above, pre the individual case study learning objectives. 	<i>See Course Schedule</i>
		<ul style="list-style-type: none"> ▪ Recommend and justify competitive marketing strategies, including segmentation, positioning, and the marketing mix, to create value for stakeholders in the marketplace and society at large. ▪ Design and critique marketing tactics that are consistent with an organization's marketing strategy. 		
Total	100%			

Teaching and Learning Practices

Lectures Please use this space to provide information regarding lecture style instruction as appropriate. This may be entered as formatted text (bullets, lists) or as a table.

Course Resources

Required Text: Case Study Pack

Recommended Text: TBA

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 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 03, 2019. 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:	