



MCS*1000 Introductory Marketing
W2020
0.5 Credits

General Course Information

Instructor: Stefanie Sharp
Email ssharp03@uoguelph.ca
Office Location MAC 319
Office Hours By Appointment
Department/School Lang School of Business, Marketing and Consumer Studies

Class Schedule: Lecture Thursdays 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 MACS 129.

Seminar 0101 - Wednesday 8:30am - 9:20am
Seminar 0102 - Wednesday 9:30am - 10:20am
Seminar 0103 - Wednesday 7:00pm - 7:50pm
Seminar 0104 - Thursday 2:30pm - 3:20pm
Seminar 0105 - Wednesday 1:30pm - 2:20pm
Seminar 0106 - Friday 1:30pm - 2:20pm
Seminar 0107 - Wednesday 10:30am - 11:20am

Pre-requisites: None

Restrictions: None

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.

Setting good habits will help you succeed in the class. Complete the assigned reading before class, complete the in class assignments and discuss the concepts during lectures and seminars. The in-class assignments will complement your learning by applying hands-on scenarios to explore the marketing theory.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	4%	SONA Studies or Research Papers	LO3	<i>TBD</i>
Assessment 2:	21%	Lecture Pre-work and In-class Assignments via MyLab	LO 1 - 5	<i>Weekly</i>
Assessment 3:	1%	Group Contract	LO 1-5	<i>Week 3</i>
Assessment 4:	10%	Marketing Plan Pitch Presentation	LO 2	<i>Week 7</i>
Assessment 5:	15%	Marketing Plan Final Submission	LO 2	<i>Week 12</i>
Assessment 6:	14%	Marketing Plan Components	LO 2	<i>Weekly</i>
Assessment 7:	35%	Final Examination	LO 1-5	<i>See Exam Schedule</i>
Total	100%			

Student Engagement

There are three components to the student engagement mark: a research component, study modules and in class quizzes within the CONNECT platform. These components must be completed by their assigned deadlines.

Research Component (4%)

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.

Marks for SONA and your Research Component will be uploaded after the term is complete. Please contact rraso@uoguelph.ca if you have any questions about SONA.

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.

MyLab (21%)

MyLab assignments consist of dynamic study modules, simulations and learning catalytics assignments. 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.

Seminars

During your seminars, you will work on marketing simulations. Please be registered and organized in groups by the end of your second seminar on.

Group Contract and Marketing Plan Components (15%)

Students will form groups and set working expectations with one another. This will result in a group contract signed by all group members and worth 1% of each group member's final grade. Once the group contracts are established, students will work together to complete mini-components of the final marketing plan. Each component is worth 2%.

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 team member'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.

In order to create accountability early on in your group, the group contract and all applications submissions should be signed with original signatures, scanned and uploaded to the DropBox. Any breach of the group contract may result in the entire group losing the group contract mark. Please choose your group members carefully. If a group is disbanded, the group contract mark will be forfeited.

Students will be asked to submit their assignments through DropBox. Dropbox submissions after the stated deadline will either not be marked or have marks deducted.

IMPORTANT: Changes to teams will not be possible unless a formal request is made, and all team members agree to the change. Furthermore, groups will work together to develop a new product for an existing company and launch a marketing plan. They may choose any company, but it should be unique from other groups in their seminar. Notify your TA with the company your group has chosen. If another group has already selected that company and notified the TA first, then you will be asked to pick a different company. Groups will develop a marketing pitch for the new product and then submit a final marketing plan to be developed at the end of the term.

Marketing Pitch (10%)

During your seminars, you will be asked to develop a product pitch. 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. The marketing pitch will be graded as a presentation conducted during one of your seminars mid-term.

Final Marketing Plan (15%)

The final marketing plan is a culmination of your findings and learning from the course delivered in a presentation format. It is to be a detailed plan of bringing a 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 marketing plan that will be presented in no more than 20 slides excluding references and appendices.

Late submissions will be penalized 25 per cent of their grade within the first 24 hours. Any submission that are 24 hours past the deadline will not be graded.

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 2

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

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

<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>

ISBN-10: 0134470524 | ISBN-13: 9780134470528

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.

Examination

Final Examination (35%)

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. The final exam, comprising 35% of the overall course grade, will cover the material from the entire course. 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 enroll in this course if you have a time conflict with another course.

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](#)

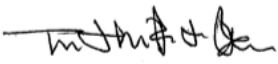
Recording of Materials

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:	December 17, 2019
Chair Signature (Approval):	
Date Approved by Chair:	