

MCS*1000 (01) Introductory Marketing

Fall 2019

General Course Information

Instructor: Rob McLean

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Office Location: MINS 259

Department/School: Marketing and Consumer Studies

Drop-in Discussion Office Hours: Monday & Wednesday 9am – 11am

Teaching Assistants: Sections 103, 104, 105 - Jeremy DiCarlo - dicarloj@uoguelph.ca
Sections 101, 102 - Adam Gray - agray13@uoguelph.ca

Class Times and Location

Lecture: Section 01 – Tuesday, 07:00pm - 08:50pm, MACN105

Along with the lecture, you are enrolled in one of the following seminar times. You will form groups among your seminar classmates for course projects. **It is imperative that you attend the seminar you are registered with in order to engage group work.**

Seminar 0101 - Friday 10:30am - 11:20am MCKN 238

Seminar 0102 - Friday 11:30am - 12:20pm MCKN 238

Seminar 0103 - Friday 12:30pm - 1:20pm MCKN 233

Seminar 0104 - Friday 1:30pm - 2:20am MCKN 233

Seminar 0105 - Friday 3:30pm - 4:20pm MCKN 235

If you have questions that cannot be answered during the lecture or seminars, please feel free to email me at mclean01@uoguelph.ca to set up an appointment.

Course Description

This introductory course covers the marketing of both products and services. Students will be introduced to the theoretical concepts through lectures and class discussions and can apply these concepts through group projects and discussion.

Students will examine the process of marketing. This will include analyzing, planning, implementing, coordinating, and controlling programs involved in the conception, pricing, promotion, and distribution of products, services, and ideas. These programs are designed to create and maintain beneficial exchanges with target markets for the purpose of achieving public and private organizational objectives.

Course Learning Outcomes

1. Students will be able to explain the marketing process, and its impact and implications to consumers, organizations, stakeholders and society.
2. 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.
3. 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.
4. Students will be able to work collaboratively as marketing teams to develop decision-making and analytical skills through the application of simulations and presentations.
5. Students will be able to critically reflect upon their own consumer behaviour as it relates to social responsibility and ethical issues.

Course Resources

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.

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

ISBN-10: 0134470524 | ISBN-13: 9780134470528

<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>

Course Philosophy and Approach

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

Assignment	Final Grade Weight	Learning Outcome
Student Engagement (30%)		
Research Component	4%	3
Assignments via MyLab	26%	1,2,3,4,5
Seminar (40%)		
Group Contract	1%	1,2,3,4,5
Marketing Plan Pitch Presentation	10%	2
Marketing Plan Final Submission	15%	2
Marketing Plan Components	14%	2
Examination (30%)		
Final Examination	30%	1, 2, 3, 4, 5
Total	100%	

Student Engagement

There are three components to the student engagement mark: a research component, study modules and quizzes. 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 our teaching assistant 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 (26%)

MyLab assignments consist of dynamic study modules and simulations. **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 marquerite.weir@pearsoned.com.

Seminars

During your seminars, you will work on graded group activities. Groups have been assigned according to seminar groups on CourseLink. Please connect with group members by the end of your second seminar on September 13th.

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 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 as a PDF to the DropBox. Any breach of the group contract may result in the entire group losing the group contract mark. Engage group members with clarity and set clear expectations. We're all in this together, and similar to professional expectations, you must do your part. 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 not be marked. Dropbox submissions without original signatures 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. 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 submissions that are 24 hours past the deadline will not be graded.

Examination

Final Examination (30%)

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, true/false and short answer questions. The final exam, comprising 30% 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 enrol in this course if you have a time conflict with another course.

Tentative Course Schedule

Date		Topic, Readings and Modules	Other Deliverables and Expectations
Introductory seminar – Friday, September 6th		Seminar class: Introduction to course, Introduction and registration for Pearson MyLab Marketing.	
Week 1 Sep 10 ^(T) Sep 13 ^(F)	Lecture	Marketing: Creating and Capturing Customer Value (Ch 1)	Course overview and expectations. Introduction to course text and resources.
	Seminar	Introductions	Seminar expectations, group meeting
Week 2 Sep 17 ^(T) Sep 20 ^(F)	Lecture	Company and Marketing Strategy: Partnering to Build Customer Relationships (Ch 2)	
	Seminar	Introductions	Meet your TA and classmates
Week 3 Sep 24 ^(T) Sep 27 ^(F)	Lecture	Analyzing the Marketing Environment (Ch 4), Managing Marketing Information to Gain Customer Insights (Ch 5)	Simulation 5: Big Data
	Seminar	Organize into groups	Set team expectations and negotiate a group contract
Week 4 Oct 1 ^(T) Oct 4 ^(F)	Lecture	Understanding Consumer and Business Behaviour (Ch 6) Segmentation, Targeting and Positioning (Ch 7)	Simulation 6: Consumer Behaviour
	Seminar	Group work	Marketing Plan Component A
Week 5 Oct 8 ^(T) Oct 11 ^(F)	Lecture	Developing and Managing Products and Services (Ch 8)	Simulation 8: New Product Development
	Seminar	Group work	Marketing Plan Component B
Week 6 Oct 15 ^(T) Oct 18 ^(F)	Topic	Fall Study Break	
	Seminar	Group work	Marketing Plan Component C
Week 7 Oct 22 ^(T) Oct 25 ^(F)	Lecture	Brand Strategy and Management (Ch 9)	Simulation 8: Product Life Cycle
	Seminar	Marketing Pitch Presentations submissions	Ensure your TA has your submission in the Dropbox
Week 8 Oct 29 ^(T) Nov 1 ^(F)	Lecture	Pricing: Understanding and Capturing Customer Value (Ch 10)	
	Seminar	Group work	Marketing Plan Component D
Week 9 Nov 5 ^(T) Nov 8 ^(F)	Lecture	Marketing Channels (Ch 11), Retailing and Wholesaling (Ch 12)	Simulation 12: Plans and Planning Tools
	Seminar	Group work	Marketing Plan Component E
Week 10 Nov 12 ^(T) Nov 15 ^(F)	Lecture	Communicating Customer Value: Advertising and Public Relations (Ch 13), Personal Selling and Sales Promotion (Ch 14)	Simulation 13: IMC
	Seminar	Group work	Marketing Plan Component F
Week 11 Nov 19 ^(T) Nov 22 ^(F)	Lecture	Direct, Online, Social Media, and Mobile Marketing (Ch 15)	Simulation 15: Online Marketing
	Seminar	Group work	Marketing Plan Component G
Week 12 Nov 26 ^(T) Nov 28 ^(T)	Lecture	Sustainable Marketing, Social Responsibility, and Ethics (Ch 3), The Global Marketplace (Ch 16)	Simulation 3: Management and Ethics Marketing Plan must be submitted to the Dropbox by the end of class.
	Lecture	Course Review – Thursday, Nov. 28 th (last class – no Friday seminar)	Thursday class rescheduled from Fall Study Break – same class schedule as a Tuesday

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.

Course Policies

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: 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	Good: 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	Acceptable: 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	Minimally acceptable: 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	Fail: An inadequate performance.

Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).