

**Department of Marketing and Consumer
Studies
Advance Marketing MCS*3000
Fall 2018**

Instructor: Amy Faria
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Office Hours: By appointment only
Teaching Assistant: TBD
Class Times: Tuesdays & Thursdays 2:30pm-3:50pm

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.

Course Learning Goals

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

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

Course Readings:

Title: The Marketing Plan Handbook
Author : Marian Burke Wood
Edition: 5th Edition
ISBN: 978-0-13-307835-0

Title: Selling and Sales Management
Author: Jobber, Lancaster
Edition: 10th Edition
ISBN: 978-1-292-07800-7
Publisher: Pearson Canada

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Case Studies (will be posted before class & given during class with time to review)

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Mark Allocated
Marketing Plan	30%
Presentation	10%
Mid-Term	25%
Final Exam	25%
Participation	10%
Total	100%

Course Schedule:

(Course schedule may be subject to changes throughout the semester)

Topic	Readings	Date
Understanding Marketing Strategy		
Course Introduction	Chapter 1	Sept 6
Developing Marketing Strategy & Plans & Group Formation	Chapter 1	Sept 11
Situation Analysis & Understanding Markets & Customers		
Competition, Internal and External Forces, and Marketing Planning	Chapter 2	Sept 13
Defining Customers and Markets	Chapter 3	Sept 18
Planning Direction & Segmentation, Targeting, and Positioning		
Planning Direction, Objectives, and Marketing Support	Chapter 4	Sept 20
Customer Research (Identify, Select, & Align)	Chapter 5	Sept 25
Marketing Communication		
Creative Strategy	Chapter 9	Sept 27
Brand & Product Strategy		
Brand & Product Strategy	Chapter 6	Oct 2

Automatic Information Processing	Chapter 6	Oct 4
October 9 Holiday (NO CLASS)		
Supply Chains & Implementation		
Automatic Information Processing	Chapter 8	Oct 11
Motivation & Emotion	Chapter 10	Oct 16
Midterm Exam		Oct 18
Pricing		
Aligning Pricing to Strategic Marketing Planning	Chapter 7	Oct 23
Personal Selling		
Development & Role of Sales in Marketing	Chapter 1	Oct 25
Sales Strategies	Chapter 2	Oct 30
Sales Responsibilities & Preparation	Chapter 7	Nov 1
Personal Selling Skills	Chapter 8	Nov 6
Final Marketing Plan Due		
Sales Management		
Recruitment & Selection	Chapter 13	Nov 9
Motivation & Training	Chapter 14	
Organization & Control	Chapter 15	Nov 13
Sales Force Evaluation	Chapter 17	
Final Presentations		Nov 15
Final Presentations		Nov 20
TBD		Nov 22
TBD		Nov 27
Final Exam Review		Nov 29
Final Exam		TBD

Midterm Exam/Final

The midterm will consist of both multiple choice and short answer questions. Students will be tested on all the material that has been covered from the start of the class to the midterm date.

If you have conflict or fall ill on the day of the midterm, you have to provide (or email) written notice BEFORE the start of the exam. Failure to do so will result in a grade of 0. For the Final Exam, the University of Guelph procedures and policy will be in place.

Final Marketing Plan- Group

Students will work in groups to develop a Marketing Plan for an existing company of their choice. Additional details related to the Marketing Plan will be posted on CourseLink.

Final Presentations

Students will present their final Marketing Plan (as a group) on the designated time slots that will be determined closer to the scheduled presentations. You may present your plan in any shape/form.

Late Submissions

The Marketing Plan or any assignment will not be accepted after the due date.

Peer Evaluations

During and after your group assignment you will have the opportunity to evaluate the contributions made by each group member (including yourself). Your contribution to your group will directly correlate to your mark, and to your peers' evaluation of you. A form will be available on CourseLink. Each student is to submit a peer evaluation on CourseLink on the due date of the Marketing Plan (November, 6th, 2018).

Attendance & Participation

Students are expected to attend all sessions of the course. Should a student be absent for three classes he/she student is advised to contact the instructor. Participation marks also include *active* attendance along with other 'mini' activities that will be discussed during class sessions. Engaging with Guest Speakers are also included in the 10% (*NB: the date of the Guest Speakers will be posted on CourseLink and mentioned in class for your planning and notification of any changes in the course schedule outlined above).

CourseLink

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, student grades, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed.

Policies and Regulations

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:

If you need to miss scheduled tests, mid-term examinations, final examinations, or requirement to attend classes 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>