

General Course Information

Instructor:	Dr. Yuanfang Lin
<i>Email</i>	yuanfang@uoguelph.ca
<i>Office Location</i>	MINS213C
<i>Office Hours</i>	Wednesday 10am – 11:30am ZOOM meeting room, by Email at other time.
<i>Department/School</i>	Department of Marketing and Consumer Studies
Class Schedule:	Section 1: Tuesday, Thursday 10am – 11:20am (Virtual Lecture) Section 2: Tuesday, Thursday 1pm – 2:20pm (Virtual Lecture)
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 successfully completing this course, you will:

Knowledge and Understanding:

- 1) Understand how to create value for different stakeholders via competitive marketing strategies including segmentation, positioning and the marketing mix.
- 2) Analyze consumer and company data to assist strategic business decision making.
- 3) Identify and prioritize strategic objectives and challenges for different companies.

Discipline/Professional and Transferable Skills:

- 4) Demonstrate the ability to analyze market or competitive intelligences.
- 5) Design and justify marketing tactics that are consistent with an organization's business objectives.

Attitudes and Values

- 6) Recognize the value of analyzing business challenges using a problem-solving framework.
- 7) Communicate effectively to a variety of stakeholder groups via both written and oral communications.
- 8) Work efficiently as a business management team toward a common goal in a professional manner.

Summary of Course Content and Materials

<i>(Course schedule subject to minor revision by the instructor if necessary)</i>			
WK	Date	Topic	Readings & Assignments
1	Sep 10	Course Intro	<ul style="list-style-type: none"> Go over Course Outline; Buy Case Package
2	Sep 15	Marketing Strategy Overview	<ul style="list-style-type: none"> YouTube Video: ECON 125 Lecture 24: Michael Porter – Strategy. Students submit request for group cases.
	Sep 17	Business Case Analysis	<ul style="list-style-type: none"> Reading: Introductory Note on the Case Method Case: Pillsbury Cookie Challenge
3	Sep 22	Positioning	<ul style="list-style-type: none"> Case: Clean Edge Razor: Splitting Hairs in Product Positioning
	Sep 24	Segmentation	<ul style="list-style-type: none"> Case: The Fashion Channel Assignment of individual and group cases distributed to class.
4	Sep 29	Targeting	<ul style="list-style-type: none"> Case: M.M.Lafleur: Market Segmentation and Targeting
	Oct 1	Brand Management	<ul style="list-style-type: none"> Case: Santa Fe Relocation Services: Regional Brand Management
5	Oct 6	Brand Management	<ul style="list-style-type: none"> Case: The Marriott-Starwood Merger: Navigating Brand Portfolio Strategy and Brand Architecture
	Oct 8	Guest Speaker #1	Kristi Lewis, Director of Marketing, Nanopay Corporation
6	Oct 13	FALL BREAK – NO CLASS	
	Oct 15	Pricing & Distribution	<ul style="list-style-type: none"> Case: Pricing Games: Sony PlayStation and Microsoft Xbox
7	Oct 20	Retailing	<ul style="list-style-type: none"> Case: Amazon Go: Venturing Into the Traditional Retail
	Oct 22	Marketing Communications	<ul style="list-style-type: none"> Case: Lululemon Athletica

8	Oct 27	Channel Management	<ul style="list-style-type: none"> • Case: The Multichannel Challenge at Natura in Beauty and Personal Care
	Oct 29	Channel Management	<ul style="list-style-type: none"> • Case: Rideau Artisanal Chandlery: Online, Offline or Bust?
9	Nov 3	Guest Speaker #2	
	Nov 5	Customer Relationship Management	<ul style="list-style-type: none"> • Case: HubSpot and Motion AI: Chatbot-Enabled CRM
10	Nov 10	Social Media	<ul style="list-style-type: none"> • Case: Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris
	Nov 12	Social Media	<ul style="list-style-type: none"> • Case: Can 3G Capital Make Burger King Cool Again? Brand Building Under Zero-Based Budgeting
11	Nov 17	New Product Strategy	<ul style="list-style-type: none"> • Case: Whiskey and Cheddar: Ingredient Branding at the Caesan Cheese Cooperative
	Nov 19	Marketing Technology	<ul style="list-style-type: none"> • Case: Managing Online Reviews on TripAdvisor
12	Nov 24	Service Management	<ul style="list-style-type: none"> • Case: Fintech: Choosing a Cloud Services Provider
	Nov 26	Strategic Planning	<ul style="list-style-type: none"> • Case: Château Margaux: Launching the Third Wine (Abridged)
13	Dec 1	Course Wrap Up	<ul style="list-style-type: none"> • Review • Final Exam Case distributed

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Class Contribution	LO1, LO2, LO3	<i>Week 2~12 In-Class</i>
Assessment 2:	20%	Individual Case Report	LO4, LO5, LO6	<i>Before class meeting for the assigned case</i>
Assessment 3:	15%	Group Case Presentation	LO7, LO8	<i>During the class meeting For the assigned case</i>
Assessment 4:	20%	Group Case Report	LO5, LO7, LO8	<i>Before class meeting for the assigned case</i>

Assessment 5:	25%	Final Case Study	LO1, LO4, LO5, LO6	<i>Week 13</i>
Total	100%			

Teaching and Learning Practices

Lectures	<p>Virtual class meetings will be used to go over key concepts related to marketing strategies and to analyze different business cases using problem-solving framework. Cases to be discussed in-class will cover the topics of:</p> <ul style="list-style-type: none"> • Segmentation, Targeting and Positioning • Brand Management • Pricing Strategies • Retailing and Channel Management • Marketing Communications • Customer Relationship Management • Social Media, Innovation and Technology • Service Marketing
Guest Speakers	<p>There will be two guest lectures delivered by industry practitioners on challenges faced by different companies during the process of strategic decision making.</p>
Case Analyses	<ul style="list-style-type: none"> • Each student will be assigned one case for which they will write an individual report of 5 pages max, double-spaced with 12 pt. font (<i>not including references or appendices</i>). • Students will also form groups each consisting of (average) 5 persons. Every group will be assigned a case to write a report and to present their analyses in class. <p><i>(Detailed guidelines for “Case Reports” are posted on the course website under Courselink)</i></p>

Course Resources

Required Text: This course uses a variety of materials and resources.

- 1. MCS4370 Marketing Strategy Casebook Fall 2020:** The casebook contains the articles and cases that we will use in class throughout the term. The case book is available at the University bookstore and the purchase is mandatory. You will not receive your grade without proof of purchase for the case booklet.
- 2. Class Website on Courselink** is the primary resource of course-related information. All announcements, required and recommended readings, assignments and updates will be posted on Courselink. Students should check the course website (<http://courselink.uoguelph.ca>) regularly throughout the semester.

Recommended Text: N/A

Other Resources: N/A

Course Policies

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

Illness

The University will not require verification of illness (doctor's notes) for the Fall 2020 or Winter 2021 semesters.

Grading Policies

Unless you have discussed a potential extension at least 1-week 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 December 4, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

MCS*4370 Marketing Strategies
Fall 2020

Date Submitted to Chair:	August 10, 2020
Chair Signature (Approval):	
Date Approved by Chair:	

Do not post this page for students or on Course Link