



MCS*3000 Advanced Marketing
Fall 2019
0.5 Credits

General Course Information

Instructor:	Amy A. Faria
<i>Email</i>	amyfaria@uoguelph.ca
<i>Office Location</i>	Mac Hall 315
<i>Office Hours</i>	By Appointment Only
<i>Department/School</i>	Dean's Office, Gordon S. Lang School of Business and Economics
Teaching Assistant:	TBD
Class Schedule:	Tuesdays and Thursdays, 1:00pm-2:20pm. RICH Room, 2529
Pre-requisites:	5.00 credits including MCS*3000
Restrictions:	Not available to BComm students registered in MKMN, MKMN:C, AGBU, AGBU:C majors

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:

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

Knowledge and Understanding:

1) Describe the theories of marketing and sales management as well as their strategies as an organizational function and how it is used to solve organizational challenges.

Discipline/Professional and Transferable Skills:

- 2) Use evidence from a variety of sources to make informed marketing and sales decisions and recommendations to address organizational challenges.
- 3) Communicate via a marketing plan how to address such challenges and describe strategies that have been used in real-world scenarios.

Attitudes and Values

4) Describe the challenges that marketing and sales managers face in addressing problems associated with marketing strategy, competitive environments, and the evolving marketplace.

Summary of Course Content

Course Content/Schedule:

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

Topic	Readings	Date
Understanding Marketing Strategy		
Course Introduction	Chapter 1	Sept 5
Developing Marketing Strategy & Plans & Group Formation	Chapter 1	Sept 10
Situation Analysis & Understanding Markets & Customers		
Competition, Internal and External Forces, & Marketing Planning	Chapter 2	Sept 12

Defining Customers & Markets	Chapter 3	Sept 17
Planning Direction & Segmentation, Targeting, and Positioning		
Segmenting, Targeting, & Positioning	Chapter 4	Sept 19
Planning Direction, Objectives, & Marketing Support	Chapter 5	Sept 24
Marketing Communication		
Influence/Creative Strategy	Chapter 9	Sept 26
Brand & Product Strategy		
Brand & Product Strategy	Chapter 6	Oct 1
	Chapter 9 & 6 Continued	Oct 3
Supply Chains & Implementation		
Developing Channel & Logistics Strategy	Chapter 8	Oct 8
Planning Metrics & Implementation Control	Chapter 10	Oct 10
October 15 Holiday (NO CLASS)		
Midterm Exam		Oct 17
Pricing		
Aligning Pricing to Strategic Marketing Planning	Chapter 7	Oct 22
Selling & Sales Management Text		
Personal Selling		
Development & Role of Sales in Marketing	Chapter 1	Oct 24
Sales Strategies	Chapter 2	Oct 29
Sales Responsibilities & Preparation	Chapter 7	Oct 31
Personal Selling Skills	Chapter 8	Nov 5
Final Marketing Plan Due		
Sales Management		
Recruitment & Selection	Chapter 13	Nov 7
Motivation & Training	Chapter 14	
Organization & Control	Chapter 15	Nov 12
Sales Force Evaluation	Chapter 17	
Final Presentations		Nov 14

Final Presentations		Nov 19
Final Presentations		Nov 21
TBD		Nov 26
Final Exam Review		Nov 28
Final Exam		TBD

Course Assessment

		Associated Learning Goals	Due Date/ location
Marketing Plan:	30%	LG 1 - 5	Nov 5 th
Presentation:	10%	LG 3 - 5	<i>TBD</i>
Mid-Term:	25%	LG 3, 5, 1	<i>Oct 17th</i>
Final Exam:	25%	LG 1 - 5	<i>See exam schedule</i>
Participation:	10%	LG 1 - 5	<i>Each Class</i>

Teaching and Learning Practices

Lectures

Lectures will be used to deliver course content that will include class discussions, some active learning exercises, and flipped classroom techniques at times throughout the course. Courselink will be used for announcement purposes, submission of assignments, as well as posting course material outside of the texts.

Course Resources

Required Text:

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

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

Other Resources:

Case Studies (will be posted before class on the class days that we will be discussing them).

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

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:	