



MCS*3000 Advanced Marketing
Fall 2020
0.5 Credits

General Course Information

Instructor:	Osama Butt
<i>Email</i>	osamab@uoguelph.ca
<i>Office Location</i>	N/A
<i>Office Hours</i>	Tue. 12:00-1:00pm by Appointment – Zoom: Students must have camera on for one to one as well as for group meeting.
<i>Department/School</i>	Dean's Office, Gordon S. Lang School of Business and Economics
Teaching Assistant:	M. Beth Kester/ Email: mkester@uoguelph.ca
Class Schedule:	Tuesdays and Thursdays, 1:00pm-2:20pm. Zoom
Pre-requisites:	5.00 credits including MCS*3000
Restrictions:	Not available to BComm students registered in MKMN, MKMN:C, AGBU, AGBU:C major

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)

Week/Date	Topic/Activity	Notes
<p>Week 1</p> <p>Sept. 10</p>	<p>READ: Welcome message in Announcements</p> <p>REVIEW: All Sections on CourseLink for understanding</p> <p>BUY BOOK: Information Provided</p> <ol style="list-style-type: none"> 1. Students Introduction: Students to post their introduction in Discussion->Students Introduction 2. Course Introduction 3. Start Connecting with your class fellows on Course Link to form group 	<p>Due Sept. 11@ 11:59pm Listed Penalty shall be applied on Late Submission</p>
<p>Week 2</p> <p>Sept. 15</p> <p>Sept 17</p>	<ol style="list-style-type: none"> 1. Ch. 01: Defining Marketing for the New Realities 2. Discussion on deliverables if needed <ol style="list-style-type: none"> 1. Ch. 02: Developing Marketing Strategies and Plans 2. Discussion on Quizzes – if needed 3. Submit group information (student names) by email – if group information is not submitted by deadline, instructor shall assign students in different groups at random 	<p>Due Sept. 18@11:59pm</p>
<p>Week 3</p> <p>Sept. 22</p> <p>Sept. 24</p>	<ol style="list-style-type: none"> 1. In-Class group Activity 1 – Business Application 2. Quiz 1 – Information shall be provided on Course Link <ol style="list-style-type: none"> 1. Ch. 06: Analyzing Consumer Markets 2. Discussion on Proposal – if needed 	<p>Due Sept. 22@2:20pm</p> <p>Due Sept. 24@ 11:59pm</p>

	3. Proposal Due	Individual Participation [Proposal] Due Sept. 25@11:59pm Listed Penalty shall be applied on Late Submission Due Sept. 26@11:59pm Listed Penalty shall be applied on Late Submission
Week 4 Sept. 29 Oct. 01	1. In-Class group Activity 2 – Business Application 2. Quiz 2- Information shall be provided on Course Link 1. Ch. 09: Identifying Market Segments and Targets	Due Sept. 29@2:20pm Due Oct. 01 @ 11:59pm
Week 5 Oct. 06 Oct. 08	1. In-Class group Activity 3 – Business Application 2. Quiz 3- Information shall be provided on Course Link 1. Ch. 10: Crafting the Brand Positioning; Ch. 13: Setting Product Strategy 2. Exam Review	Due Oct. 06@2:20pm Due Oct. 08 @ 11:59pm
Week 6 Oct. 13 & 15	No Class – Happy Thanksgiving	
Week 7 Oct. 20 Oct. 22	Mid Term Exam – on Course Link 1. Ch. 14: Designing and Managing Services	1:00pm – 2:20pm
Week 8 Oct. 27 Oct. 29	1. In-Class group Activity 4 – Business Application 2. Quiz 4 - Information shall be provided on Course Link 1. Ch. 16: Developing Pricing Strategies and	Due Oct. 27@2:20pm Due Oct. 29 @ 11:59pm

	Programs	
Week 9 Nov. 03 Nov. 05	1. In-Class group Activity 5 – Business Application 2. Quiz 5-in class 1. Ch. 17: Designing and Managing Integrated Marketing Channels	Due Nov. 03@2:20pm Due Nov. 05@ 11:59pm
Week 10 Nov. 10 Nov. 12	1. Breakout Room Group Meetings on Final Project 1. Ch. 20: Managing Mass Communications; Advertising, Sales Promotions, Events and Experiences, and Public Relations	
Week 11 Nov. 17 Nov. 19	Please upload your presentation by 12:00noon on the day of Presentations Presentations Groups 1 – 3 Presentations Groups 4 – 6	Individual Participation Groups 1- 3 [Presentations] Due Nov. 16@11:59pm Listed Penalty shall be applied on Late Submission Individual Participation Groups 4- 6 [Presentations] Due Nov. 18@11:59pm Listed Penalty shall be applied on Late Submission
Week 12 Nov. 24 Nov. 26	Please upload your presentation by 12:00noon on the day of Presentations Presentations Groups 7 – 9 Presentations Groups 10- 12	Individual Participation Groups 7- 9 [Presentations] Due Nov. 23@11:59pm Listed Penalty shall be applied on Late Submission Individual Participation Groups 10- 12 [Presentations] Due Nov. 25@11:59pm Listed Penalty shall be applied on Late

		Submission
Week 13	Please upload your presentation by 12:00noon on the day of Presentations	
Dec. 01	Presentations Groups 13 – 15	Individual Participation Groups 13- 15 [Presentations] Due Nov. 30@11:59pm Listed Penalty shall be applied on Late Submission
Dec. 03	Written Report Due @ 11:59pm – Listed Penalty shall be applied on Late Submission	Individual Participation [Written Report] Due Dec. 02@11:59pm Listed Penalty shall be applied on Late Submission
FINAL EXAM	As Per University Policy *Due to the nature of the course, presentations cannot be rescheduled.	

Please be advised that teacher may not be able to touch upon every single topic in the chapter due to the time limitation. However, it is the responsibility of the student to read all concepts in the chapter (for exam or otherwise) and ask for clarification, if needed.

General Notice for Group Members [*Instructor reserves the right to change the group formation (if required)*]:

- Be prepared to be held accountable by your team. Be firm with a free rider. Don't tolerate careless work or missed deadlines. It can damage the overall quality of the project. If a free rider doesn't get the message, assemble the group and confront him/her directly [in an amicable way], outlining the agreed upon responsibilities for each member.
- If it still does not work, **group has a right to drop a member** who is not taking the responsibility, however, if this is to be done. **Last date to drop a group member from final written report/Presentations is Nov. 04.** Group cannot drop a member after that date. If a group decides to drop a member, group coordinator is to send an email to all group members with CC to the instructor. **However, a member cannot be dropped from any report/activity without giving an advance notice to the instructor.** In this case dropped member shall be awarded ZERO in the assignment.
- Please note INDIVIDUAL member cannot walk out of the group. **Individual project not allowed.** If a student decided not to work with the group, s/he shall be awarded ZERO in group activity.
- **Group Numbers** shall be allocated at random and each group will present a case on its due date. However, **if you have any religious obligation** which inhibits your participation on a date, please let me know by Sept. 18 and I shall try my best to accommodate it. After that I shall expect you to follow the allocated schedule as changes may not be possible due to the nature of the course.

Course Assessment

Method	Percentage
Introduction (Individual)	2
Mid Term (Individual)	15
Quizzes (Individual)	15
In Class Group Business Application	15
Final Project	
Proposal (Group)	4
Individual Participation in Proposal	2
Presentation (Group)	7
Individual Participation in Presentation	3
Written Report (Group)	13
Individual Participation in Written Report	4
Final Exam (Individual)	20
Total	100

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: Marketing Management
 Author: Kotler and Keller
 Edition: 15th Edition
 ISBN: 978-0-13-385646-0
 Publisher: Pearson Canada

Other Resources:

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

The class shall be divided into 15 groups for all group activities. The groups shall remain the same for In-Class Activity as well as for Final Project

IN CLASS ACTIVITY – BUSINESS APPLICATION (Group)

It is an in-class group activity to be completed on weekly basis. Business Application question(s) shall be provided on Course Link. Students are to provide original feedback to their group members as well as comment to at least two of the group members posts. Due to the nature of the activity, **Late Submission is Not Accepted**.

FINAL PROJECT (Group)

As part of a team, you will be responsible for developing a **Marketing Plan** for a new/existing product/brand/company.

Initial Analysis (max. 1 – 2 double space pages, excluding title page)

Title Page: Give a title to your group. Make sure to list all names. If a student's name is not listed, s/he shall not receive any score.

1.1 Introduction: company/product/brand

1.2 Describe current segment, target market and positioning [if available]. If new product, anticipated STP

Final Report

The report will be 8-10 pages (double spaced, 1 inch margins, times new roman front size 12, MS Word), excluding title page, figures, tables, references and appendices. The marketing plan shall follow the structure as below:

1. Title Page – if a student's name is not listed, s/he shall not get any score.
2. Business Mission & Objectives
3. Situation Analysis: SWOT Analysis
4. Identifying Opportunities: Segmentation, Targeting, Positioning
5. Implement Marketing Mix: Product, Price, Place, Promotion
6. Evaluate Performance
7. Conclusion/Recommendation

PROJECT LIMITATIONS

- ✓ Two groups cannot select same product/item/company for developing a product – topics shall be approved on first come first serve basis
- ✓ The plan is to be developed for Canadian Market only
- ✓ **DO NOT** choose a company that is known to be outstanding already (e.g., iphone, Coke, Pepsi etc) in that there is neither much challenge to nor excitement in developing new product
- ✓ **DO NOT** choose products that are of sexual, political or religious natures.

IN CLASS PRESENTATIONS

- ✚ It is mandatory for all students to present (no excuse), as well as attend all presentations.
- ✚ If a student is absent on the day of his/her presentation, s/he shall be awarded zero in the presentations.
- ✚ Each presentation shall be allocated a time slot in advance, and shall be timed.
- ✚ All groups must submit their presentations in advance by the deadline.
- ✚ Presenters must have their camera on.
- ✚ Individual score may vary based on individual's engagement/interest during presentation.

QUIZZES AND TESTS (Individual)

The quizzes and tests will cover announced material. Both shall be designed to assess your understanding of concepts and your ability to apply these concepts in real life situations. You will be responsible both for the material covered in class and for material in the text and readings – all may be addressed in quizzes and exams. Exact format shall be announced at least a week in advance.

GRADE REASSESSMENT POLICY FOR COURSE

Following procedure is to follow to request reassessment of any component of the grade in course:

1. Requests for reassessment (other than final grade) should be made within 48 hours of the grade being released. For reassessment of final grade, follow University policy.
2. If the request for reassessment is due to grade miscalculation (e.g., addition error, ungraded answer), bring this to the instructor's attention. If the instructor confirms the error, the grade will be altered accordingly.
3. If the request is because the student believes a higher grade is deserved, then:
 - a. Return the original marked report to the instructor, explain in writing exactly why a higher grade may be warranted, and address any feedback already provided by the instructor. A reassessment is warranted only if the student can point to specific content that was under-graded.

The following are not legitimate reasons to request a reassessment:

- i. Comparison with others in class ("Others wrote the same thing but got higher points").
 - ii. Comparison across sections ("Other sections were given different instructions/got higher grade"). It is only necessary that instructions and grading be uniform within a section.
 - iii. Entitlement ("I worked really hard..."): We cannot see or evaluate your input - only the output is graded.
 - iv. Future plans (grad school/scholarship/job requirements).
- b. With any reassessment, **the grade could go up, down, or stay the same**. If the grade changes, even if it decreases, this revised grade will hold. The instructor will provide written feedback and return the original paper to the student.
- c. If the student continues to dispute the grade, the reassessment will be passed on to the course coordinator and so on (as per university policy). In every case, the student must provide the written explanation previously submitted noting all reasons for the request for continued reassessment.

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.

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:	