Paul J. Hill School of Business

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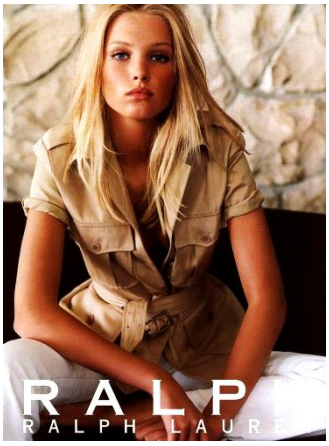

MARKETING 210

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Course Objectives

Marketing 210 is a course that sorts out how to identify a competitive opportunity, create exceptional value, and ultimately, how to attract loyal customers – and make an interesting profit. Though not difficult to comprehend, there is an art to marketing, getting the many moving parts pointed in a focused direction.

More specifically, we will take a run at how to deconstruct the competitive environment to isolate opportunities to best compete. We will look at how to create a compelling vision that drives action, how to formulate a competitive edge that kicks butt, and, how to design a brand that makes a dent in the marketplace.

We will also take a look at related topics that matter – such as ethical complexities that can arise in a competitive marketplace, social responsibilities that matter as much or more than profit, and, legal considerations. Marketing is the facet of an organization that interfaces with the public so there is a lot going on.

Benefits of Attendance

In addition to listening to smooth jazz, classes will be a mix of lectures, case discussions, videos and a guest speaker or two. Near the end of the semester student teams will have an opportunity to speak to the finer details of their class project, and, get practice at public speaking with confidence and polish.

Benefits of Team Project

Participants will be assigned into small teams, be given a hypothetical $1 million in startup capital and a cool business in need of a marketing plan. This provides an opportunity to practice how to put it all together, including a financial framework to understand the profits that are likely to be generated – best guess.

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Required Text

There will be up to three cases which will be provided in PDF form and charged to each student's account (approximately $3.50 per case). The text for the class is *MKTG: 4th Canadian Edition*. This is a user-friendly text that balances theory and 'on the street' application. ISBN: 9780176854805

Course Grading

Attendance & Participation (this is to reward students for being involved with the class) 07%

There will be no deduction for up to three absences. 6 plus missed = 0/7; 5 missed = 3/7; 4 missed = 5/7; 3 missed = 7/7.

Mid-Term (exam will not be returned but reviewed in class; in-office review welcomed) 20%

Reading / Case Summaries (2 x 5% – due at beginning of class, hard-copy & stapled) 10%

Term Project (assignment details will follow; project teams will be randomly assigned) 30%

1st Deliverable: Project Overview

2nd Deliverable: Formal Marketing Plan *15%*

3rd Deliverable: Group Presentation *10%*

4th Deliverable: Dragon's Den Critique *05%*

5th Deliverable: Students will award team-members a % rating of the assigned grade … indicative of contribution.

Vision and Goal-setting Assignment (an opportunity to learn to prioritize and to focus) 03%

Final Exam (comprehensive, may reference text and in-class content including cases) 30%

Ten Tips 4 Success in This Class

1. Unless specific permission is granted in advance, do not enter the classroom if arriving late.

2. Immediately address concerns regarding a team member's participation. Track timelines and work quality.

3. Buy the text and read the text, actively keep current with your reading to avoid being left behind.

4. Review content within 24 hours after a given class to increase retention.

5. Benefit from attendance marks. One "evening" session is treated as two classes, not one.

6. Procrastination on group work is likely to result in a very low peer evaluation grade for the group project.

7. Avoid plagiarism, cheating and/or signing for others on attendance, which can result in probation or dismissal.

8. Monitor the course schedule for assignment submission deadlines. There will not be do-overs.

9. Quality of work submitted matters as much as timely completion of work on the group project.

10. If a student has a physical and/or learning disability, ***please contact Special Needs Services at 306-585-4631***.

This class is not difficult to comprehend, but there is a lot of content which requires dedicated time to master. For those more disposed to logic and numbers, you will find there may not be formulaic "right answers". Marketing in application requires analysis, judgment, the ability to execute strategic solutions plus align multiple tactical variables.

This class gives you a context of what entrepreneurs (and employers) need to do consistently well to remain competitive … which has a direct correlation on profit (and your own job security) regardless of your specialization.

Marketing is about ideally creating a strong competitive edge, a win-win value proposition, and, finding customers!!!

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210-002/032	**M-W from 10:00-11:15 a.m.**	**ED 623**
210-001	**M-W from 11:30-12:45 p.m.**	**ED 616**

		Schedule – Subject to Revision	Assignment Due
M-Sep 02		**Labour Day – No Class**	
W-Sep 04	01	An Introduction to Marketing – pre-read *Chapter 1*	
M-Sep 09	02	The Marketing Environment – pre-read *Chapter 2*	
W-Sep 11	03	Social Responsibility and Ethics – pre-read *Chapter 3*	
M-Sep 16	04	Strategic Planning for Competitive Advantage – pre-read *Chapter 4*	**Marketing Plan (MP) Intro**
W-Sep 18	05	Marketing Research – pre-read *Chapter 5*	
M-Sep 23	06	Consumer Decision Making (B2C) – pre-read *Chapter 6*	
W-Sep 25	07	Business Marketing (B2B) – pre-read *Chapter 7*	
M-Sep 30	08	Segmenting, Targeting and Positioning – *pre-read Chapters 8 & 9*	**MP 1st Deliverable Due**
W-Oct 02	09	**Mid-Term Exam: Includes Class Content & Chapters 1-2-3-4-5-6-7**	
M-Oct 07	10	So Fly Marketing Careers (Lisa W) – pre-read *Chapters 10 & 11*	
W-Oct 09	11	CRM, Products and Services – pre-read *Chapters 12 & 13*	**Case Summary Due**
M-Oct 14		**Thanks Giving – No Class**	
W-Oct 16	12	Case Study: *Detroit Bikes* – pre-read *Chapters 14 & 15*	
M-Oct 21	13	Setting the Right Price – pre-read *Chapters 16 & 17*	**Case Summary Due**
W-Oct 23	14	Marketing Channels and Retailing – pre-read *Chapter 18 & 19*	
M-Oct 28	15	Marketing Communication / Advertising, et al.	**MP Contribution Due**
W-Oct 30	16	Case Study: *Starbucks*	
M-Nov 04	17	Make Your Career Fly (Doralyn H)	**MP Report Due**
W-Nov 06		**Fall Break – No Class**	
M-Nov 11		**Fall Break – No Class**	
W-Nov 13	18	Presentation Skills 2 Sell Ideas	
M-Nov 18	19	Presentations (Groups 01, 02 & 03) & Critique Teams (07, 08 & 09)	**3rd & 4th Deliverable**
W-Nov 20	20	Presentations (Groups 04, 05 & 06) & Critique Teams (10, 11 & 12)	**3rd & 4th Deliverable**
M-Nov 25	21	Presentations (Groups 07, 08 & 09) & Critique Teams (13, 14 & 01)	**3rd & 4th Deliverable**
W-Nov 27	22	Presentations (Groups 10, 11 & 12) & Critique Teams (02, 03 & 04)	**3rd & 4th Deliverable**
M-Dec 02	23	Presentations (Groups 13 & 14) & Critique Teams (05 & 06)	**3rd & 4th Deliverable**
W-Dec 04	24	210 in the Rear-view Mirror	**MP Peer Eval + Bucket List**

Final Exam: Saturday, Dec 21 **02:00 p.m. to 05:00 p.m.** **Location: TBC**

Enjoy the Class!

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Feeling Stressed? Always worried?

Some stress is normal when you're going to university but **1 in 5 students** will suffer from enough stress that they **would benefit from counseling**.

What can I do?

The U of R offers several counseling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?

Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you've experienced a trauma like losing a family member or a close friend, or if you've recently ended a relationship. If the feelings you're experiencing are more intense and severe counseling services can also provide urgent service within 3 days and referrals as needed.

Seeking counseling doesn't have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student. If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health! (See also: advocate@ursu.ca)