



MARKETING 210

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Course Objectives

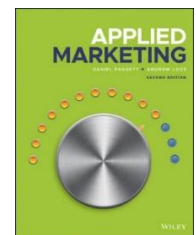
Marketing 210 is a course that sorts out how to identify a competitive opportunity, create exceptional value, and ultimately, how to attract loyal customers – and make an interesting profit. Though not difficult to comprehend, there is an art to marketing, getting the many moving parts pointed in a focused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

Required Text

There will be up to three cases, which will be provided in PDF form and charged to each student's account (approximately \$3.75 per case). The text for the class is *Applied Marketing: 2nd Edition (Wiley)*. This is a user-friendly digital text that balances theory and “on the street” application (the class will not require access to online learning tools associated with the text).



Course Grading

**** Please note that marks will be deducted for responses that are generic and derivative ... indicative of ChatGTP and alternate AI Platforms ... that do not very specifically address the questions put forward. The intent of this course is to avoid becoming dependent on AI, losing one's capacity for critical and contextual reasoning and / or one's ability to assess the merits of AI responses. Further, the focus is to equip students with skills for independent thinking, and, problem solving ... as AI increasingly permeates one's profession.*

Attendance & Participation (this is to reward students for being involved in 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 1 **15%**

Mid-Term Exam 2 **15%**

Marketing Plan (details will follow; project teams will be randomly assigned) **30%**

1st Deliverable: Individual Content Submission to Prof and Team 05%

2nd Deliverable: Formal Marketing Plan Report (collectively graded) 10%

3rd Deliverable: Zoom Presentation by Team (individually graded) 10%

4th Deliverable: Shark Tank Team Critique (individually graded) 05%

5th Deliverable: Team Peer Evaluation (optional)

Student Event & Reflection / Optional Assignment (details to be provided!) **03%**

Comprehensive Final Exam **30%**

Students with questions about technical requirements can contact IT Support: IT.Support@uregina.ca ... also at 306-585-4685 or 1-844-585-4685.

Students with questions about learning disabilities can contact Special Needs Services: Accessibility@uregina.ca ... also at 306-585-4631.

Please note the following schedule and the assignment due dates. We will be following this *schedule unless otherwise notified.*



210-001 / 031 ... Monday & Wednesday ... 01:00-02:15 p.m. ... ED 616

Schedule – Subject to Revision (Jan 04 to Apr 11)

Marketing Plan Assignments

W-Aug 30	01 What is Marketing – <i>Pre-read Chapter 1</i>	
M-Sep 04	Labor Day, No Class	
W-Sep 06	02 <i>Organizing and Planning for Marketing Strategy – Pre-read Chapter 2</i>	
M-Sep 11	03 <i>The Marketing Environment – Pre-read Chapter 3</i>	
W-Sep 13	04 <i>Customer Behavior (B2C) – Pre-read Chapter 4</i>	
M-Sep 18	05 <i>Business Marketing (B2B) – Pre-read Chapter 5</i>	
W-Sep 20	06 <i>The Role of Research in Marketing – Midterm Case Assigned</i>	
M-Sep 25	07 Mid-Term Exam 1, In Class – Includes Class Content & Chapters 1 to 5	
W-Sep 27	08 <i>Using Segmenting, Targeting and Positioning – Pre-read Chapter 6</i>	
M-Oct 02	09 <i>Branding and Applying the Marketing Mix – Pre-read Chapter 7</i>	
W-Oct 04	10 <i>CRM, Marketing Ethics & Legal</i>	
M-Oct 09	Fall Reading Week, No Class	
W-Oct 11	Fall Reading Week, No Class	
M-Oct 16	11 <i>Delivering Products-Services that Meet Customer Needs – Pre-read Chapter 8</i>	
W-Oct 18	12 <i>Place Decisions and Customer Convenience – Pre-read Chapter 9</i>	
M-Oct 23	13 <i>Managing Price and Customer Cost Perceptions – Pre-read Chapter 10</i>	
W-Oct 25	14 <i>Using Promotion to Communicate with Customers – Pre-read Chapter 11</i>	
M-Oct 30	15 Mid-Term Exam 2, In Class – Includes Class Content & Chapters 6 to 11	
W-Nov 01	16 Discussion of Mid-Term Exams 1 & 2	
M-Nov 06	17 <i>Social & Digital Media (Dani A, tbc) – Pre-read Chapter 12</i>	MP 1 st Deliverable Due
W-Nov 08	18 <i>Presenting 2 Sell Ideas – Pre-read Chapter 13</i>	
M-Nov 13	19 <i>Marketing Careers (Calysta S, tbc) – Pre-read Chapters 14-15</i>	MP 2 nd Deliverable Due
W-Nov 15	20 <i>Presenting Teams (01, 02 & 03) & Critique Teams (07, 08 & 09)</i>	3 rd / 4 th Deliverable Due
M-Nov 20	21 <i>Presenting Teams (04, 05 & 06) & Critique Teams (10, 11 & 01)</i>	3 rd / 4 th Deliverable Due
W-Nov 22	22 <i>Presenting Teams (07, 08 & 09) & Critique Teams (02, 03 & 04)</i>	3 rd / 4 th Deliverable Due
M-Nov 27	23 <i>Presenting Teams (10 & 11) & Critique Teams (05 & 06)</i>	3 rd / 4 th Deliverable Due
W-Nov 29	24 <i>210 in the Rear-view Mirror</i>	MP 5 th Deliverable Due
W-Dec 04	No Formal Class	

Final Exam: Thursday, Dec 14

09:00 a.m. to 12:00 p.m.

Location: TBC



Enjoy the Class!

Feeling Stressed? Always worried?



Some stress is normal ... but persistent stress can be debilitating.

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. To make an appointment, call 306-585-4491 (office hours Monday to Friday – 8:30 a.m. to 4:30 p.m.), or, email at <https://www.uregina.ca/student/counselling/contactusform.html>.

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 ... and, the following:

- <https://www.youtube.com/watch?v=fjjl3AgCeG8&t=2s>
 - <https://www.uregina.ca/mental-wellness/>
 - <https://uregina.libcal.com/r>
 - <https://www.uregina.ca/fs/students/index.html>
 - 306-585-4724 or Hill.Undergrad@uregina.ca
- Counselling Services Promo Video
Mental Wellness Hub
Booking Library Spaces / Computers
Registration / Tuition (Financial Services)
Hill School of Business (Front Desk)

Important Information about Academic Integrity

Academic integrity is expected of all students taking business courses at all times. The Hill and Levene Student Code of Professional & Ethical Conduct (which all students are expected to sign) includes three commitments concerning academic integrity. Each of these commitments is discussed further below:

“Every exam or quiz that I write will be done with honesty and integrity, following all University and instructor requirements” (Hill and Levene Schools of Business, n.d., p. 1). Students must ensure that what is submitted in an exam or quiz is entirely their own work in accordance with the rules of the exam/quiz. Not doing so is cheating. Examples of exam cheating include: copying (or attempting to copy) the work of another student; bringing any kind of unauthorized material or device into an exam/quiz; communicating with another student during an exam; or helping another student cheat (University of Regina, 2021, p. 37).

“Every assignment that I submit for University of Regina classes will be my own work, or in the case of group submissions, the work of my group members” (Hill and Levene Schools of Business, n.d., p. 1). Cheating on an assignment is a situation where a student receives or gives unauthorized information/help to aid in its completion. Examples can include copying the work of another student in an assignment; using an existing solution to an assignment question (or similar question) as a basis for answering an assignment question; or collaborating with another student in completing an assignment where collaboration is not specifically allowed (University of Regina, 2021, p. 37).

“Every paper, report, reflection, journal, or other similar work that I submit will properly acknowledge the source of ideas contained therein” (Hill and Levene Schools of Business, n.d., p. 1). This commitment concerns the avoidance of plagiarism. Plagiarism is a risk in the specific situation where students are allowed/expected to use other sources in a term paper or similar assignment; plagiarism occurs when a student has failed to acknowledge those sources using an appropriate method of citation. To avoid plagiarism, students must ensure that every item of information that has been paraphrased or quoted from another source includes acknowledgement of that source using within-text citation; full information about the source should be also provided in the document (typically the full information is contained in a reference list at the end of the document). In addition, any passage that has been taken word-for-word from another source (i.e., quoted) must be enclosed in quotation marks. In the case where the quoted material is lengthy, an indented block quotation form can be used as a substitute for quotation marks.

Additional examples of academic misconduct can be found in the University of Regina Undergraduate Calendar under the heading Acts of Academic Misconduct. As academic misconduct is a serious offence, the penalties are severe. A first offence typically results in a zero on the exam or assignment, and further instances of academic misconduct can result in a zero or XF in the course and/or suspension or expulsion.

References:

Hill and Levene Schools of Business (n.d.) Hill and Levene Student Code of Professional & Ethical Conduct. Available online at:

<https://www.uregina.ca/business/hill/assets/docs/pdf/Hill-and-Levene-students-code-of-conduct.pdf>

University of Regina (2021). University of Regina 2021-22 Undergraduate Calendar. Available online at:

https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2021-22/2021-22-Undergraduate-Calendar_Nov.pdf