



MARKETING 310

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Course Objectives

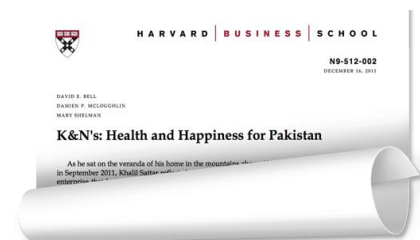
Marketing 310 is a course that sorts out how to make sense of high level competitive challenges, how to create a focused vision to drive action, and then, design-in a compelling value proposition wrapped up in a brilliant brand. This course is not so much about memorizing theory but rather applying it, developing real skills for the street.

More specifically, we will 'get into the weeds'. We will work with a portfolio of advanced strategy tools to provide a systematic and disciplined 'ducks-in-a-row' framework to identify and develop opportunities to create exceptional value. And, we'll apply these tools to hopefully prevent things from "falling through the cracks"

We will take a run at multiple business cases that profile companies with a variety of challenges in a spectrum of industries. Participants will also be assigned into small teams to take over operations of a virtual company with products, customers and money in the bank ... to gain hands-on experience!

Required Text

The course will require a MarkStrat simulation registration fee of approximately \$65.00 per student. There may be up to five Ivey and Harvard readings/cases used in the class which will be provided in PDF form and charged to each student's account (approximately \$3.50 per reading/case).



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.

Midterm: 15%

Reading / Case Summaries: 3 x 5% each ([due at beginning of class](#)) 15%

MarkStrat: On-line Marketing Strategy Simulation 30%

Decision Rounds 1 – 4 (collectively graded) 10%

Boardroom Presentation (collectively graded) 10%

Decision Rounds 5 – 8 (collectively graded) 10%

Team Peer Evaluation (Optional)

MarkStrat Learning Reflection: Practical Career Take-aways 03%

Final Exam: In-class Case 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*.



310-001 ... T-R ... 10:00-11:15 ... Classroom ED 619

Schedule – Subject to Revision		MarkStrat Assignments
R-Aug 31	01 Marketing Strategy Overview	
T-Sep 05	02 Advanced Environmental Scanning – pre-read <i>Henry Birks & Sons</i>	
R-Sep 07	03 MarkStrat: Simulation Overview	MarkStrat (MS), Commence Registration
T-Sep 12	04 Running the Numbers	
R-Sep 14	05 Reading the Tea Leaves – Midterm Case Assigned	MS, Complete Registration
T-Sep 19	06 Envisioning a Strategic Direction – <i>Writing the Midterm</i>	
R-Sep 21	07 MarkStrat: Getting Up and Running	MS, Working In-class
T-Sep 26	08 Envisioning a Strategic Direction – <i>Midterm Discussion</i>	
R-Sep 28	09 MarkStrat: <i>High Performing Teams (Doralyn H, tbc)</i>	Practice 1
T-Oct 03	10 Clarity of Vision 1: Big, Hairy, Audacious Goals	
R-Oct 05	11 Clarity of Vision 2: Culture Eats Strategy 4 Lunch	Practice 2
T-Oct 10	Fall Reading Week, No Class	
R-Oct 12	Fall Reading Week, No Class	
T-Oct 17	12 Rigor of Strategy: Theory & Application – pre-read <i>Callaway (Case Summary 1)</i>	Decision 1
R-Oct 19	13 Appeal of Brand 1: Theory	Decision 2
T-Oct 24	14 Appeal of Brand 2: Theory & Application – pre-read <i>Spade (Case Summary 2)</i>	Decision 3
R-Oct 26	15 Appeal of Brand 3: Practice	Decision 4
T-Oct 31	16 Boardroom Presentations	No Class
R-Nov 02	17 Boardroom Presentations	No Class
T-Nov 07	18 Creation of Value 1: Theory & Practice – pre-read <i>MFAB (Case Summary 3)</i>	Decision 5
R-Nov 09	19 The Art of Insightful Selling (Special Topics, <i>Kevin & Sean, tbc</i>)	Decision 6
T-Nov 14	20 Art of Videography 1: Intro 2 Why (<i>Arthur Ward, tbc</i>)	Decision 7
R-Nov 16	21 Art of Videography 2: Intro 2 How (<i>Arthur Ward, tbc</i>)	Decision 8
T-Nov 21	22 Innovate 2 Compete: Act 1	
R-Nov 23	23 Innovate 2 Compete: Act 2	
T-Nov 28	24 Innovate 2 Compete: Act 3	MS, Learning Reflection
R-Nov 30	25 310 in the Rear-view Mirror	
T-Dec 05	No Formal Class	
Final Exam: Thursday, Dec 21		09:00 a.m. to 12:00 p.m.
		Location: TBC



Enjoy the Class!

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. 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)