



MARKETING 410

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ED 512.10

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Course Objectives

Marketing 410 is a course that builds on earlier business classes and in particular the Strategic Marketing course. Drawing upon insights gleaned from the varied business cases and incorporating systems-thinking plus deep problem solving, we will now work with actual clients ... each with unique marketing challenges.

We will accomplish this by doing some quick review of marketing strategy frameworks. We will then spend some time on how, as a professional consultant, to work with a client. The art of asking necessary questions, managing the client relationship and writing a report with high-value recommendations will be explored.

Further to this, we will get into personal branding. A number of guest speakers will be brought in with specific expertise to provide 'professional life' insights. The final exam project will involve students taking on themselves as a client, to think through and design one's own personal brand, and, professional resume.

This course is fun, quite hands-on. You should come away with some excellent skills, whether problem solving and providing recommendations for an employer, or, working for a consulting firm ... particularly in the space of branding. Further, this will provide opportunity to package yourself as you near graduation!

Required Text

There will be up to three to five cases, which will be provided in PDF form and charged to each student's account (approximately \$3.50 per case).



Course Grading

*** Please note that marks will be deducted for responses that are generic and derivative ... indicative of ChatGPT 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.

Class Participation: 10%

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: 30%

Consultation: 30%

Team Critiquing (individually graded) 05%

Team Presenting (individually graded) 10%

Consulting Report (collectively graded) 15%

Students will have the option of submitting a Peer Evaluation to reflect contribution.

Final Exam: Personal Brand Strategy (including Resume) 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.



410-001 ... T-R ... 02:30-03:45 ... Classroom ED 619

Schedule – Subject to Revision

Consulting Assignments

R-Aug 31	01	Advanced Marketing, Course Overview	
T-Sep 05	02	Re-Cap 1: Environmental Scanning – pre-read <i>RARC</i>	
R-Sep 07	03	Re-Cap 2: Business Model Design	Work in Teams
T-Sep 12	04	Targets, Brands & Value-Proposition (Design-Thinking, Value-Prop Canvas & Business-Model Canvas)	
R-Sep 14	05	Consulting, Reports & Presentations	
T-Sep 19	06	Teams 1 & 2 Presenting <i>RARC</i> / Teams 3 & 4 Critiquing	Practice Presentation
R-Sep 21	07	Teams 3 & 4 Presenting <i>RARC</i> / Teams 1 & 2 Critiquing – <i>MT Assigned</i>	Practice Presentation
T-Sep 26	08	Business Model Recap – Writing the Midterm	
R-Sep 28	09	Business Model Recap – Midterm Discussion	
T-Oct 03	10	<i>Client 1: The Corner Office ... Mo LV</i>	Client Presentation
R-Oct 05	11	<i>Client 2: PRGN Inc ... Dami-Brayden</i>	Client Presentation
T-Oct 10		Fall Reading Week, No Class	
R-Oct 12		Fall Reading Week, No Class	
T-Oct 17	12	Branding Perception & Experience #1 (Kent, tbc)	
R-Oct 19	13	Branding Perception & Experience #2 (Ryan, tbc)	
T-Oct 24	14	<i>Client 1: The Corner Office ... Mo LV</i>	<i>(TBC ... Client Feedback or Working Class)</i>
R-Oct 26	15	<i>Client 2: PRGN Inc ... Dami-Brayden</i>	<i>(TBC ... Client Feedback or Working Class)</i>
T-Oct 31	16	Culture & Branding, (Michael P, tbc)	
R-Nov 02	17	The Art of the Financials, (Lee F, tbc)	
T-Nov 07	18	Teams 4-5-6 Boardroom / Teams 1-2-3 Critiquing	Submit Formal Report
R-Nov 09	19	Teams 7-8-9 Boardroom / Teams 4-5-6 Critiquing	Submit Formal Report
T-Nov 14	20	MBTI & Personal Branding (Doralyn H, tbc)	
R-Nov 16	21	Self-Leadership, Org-Politics & Personal Branding (Jill S.)	
T-Nov 21	22	<i>Client 1: The Corner Office ... Mo LV</i>	Formal Recommendation
R-Nov 23	23	<i>Client 2: PRGN Inc ... Dami-Brayden</i>	Formal Recommendation
T-Nov 28	24	Personal Brand & Telling One's Story	
R-Nov 30	25	Wrap-up & Final Exam Discussed	Peer Eval (Optional)
T-Dec 05		No Formal Class	
		Final Exam: Thursday, Dec 21	02:00 p.m. to 05:00 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)