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**MKTG5200 F2020 CREDITS: 3.00**

MKTG 5200 A - MARKETING MANAGEMENT

🕒 FRI 08:30 - 11:30 🏠

INSTRUCTOR

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THIS COURSE IS FOR MASTER OF MARKETING STUDENTS ONLY.

- **Materials & Outcomes**
- **Assignments**
- **Classes**
- **Expectations**
- **Schulich Policies**

BRIEF DESCRIPTION

This course familiarizes students with the major marketing concepts (buyer behaviour, segmentation, targeting, positioning, product/service development and management, pricing, distribution, communication). It stresses the application of these concepts to profit, not-for-profit, large, small, new, mature, service, product-based, domestic and international organizations. It also develops specific skills such as problem-solving, verbal presentation, business writing and group work.

COURSE LEARNING OUTCOMES

Welcome to Marketing Management 5200!!

I look forward to meeting all of you, albeit virtually, in our Zoom class sessions. I hope this course challenges your thinking and gives you an introduction to marketing that can be applied to a variety of products and services, across various industries and market sectors.

For some classes there will be material to read or activities to complete ahead of time. On days when it shows blended learning – i.e. some asynchronous material – you are expected to do the required work ahead of time. Please note that these classes will end a little sooner; you can check the class-by-class for these dates. When in doubt about anything, always refer to the Course Outline posted in the first module on Canvas, entitled “Course Outline, Housekeeping and Other Matters.”

Also, experience has shown that when lessons are being conducted through Zoom, the students who turn on their video feed tend to engage more with both the material and their classmates – and have a better experience overall, not to mention getting better grades. For this reason, you will be required to have your video feed on during each and every class and while in the breakout rooms.

I am sure you will have questions throughout the course. If you need to reach me for anything during the weeks to come, please call me. If I'm unavailable, please leave me a message and I will get back to you as soon as possible – provided you leave me with a number where you can be reached and a good time to call you.

If you wish to reach me by email, please use either jmc@theQgroup.com (<mailto:jmc@theQgroup.com>) or jmclark@schulich.yorku.ca (<mailto:jmclark@schulich.yorku.ca>); please do NOT send me a message via Canvas as I do not always get them. Important: Please include the full class name (MKTG 5200B) in your subject line for all correspondence.

I am able to meet with you virtually or by phone, either before or after class, or at another mutually convenient time. Either way, please phone me if you have any questions or concerns; I am always happy to answer questions and always welcome your input.

Here's looking forward to a great semester!

Jane-Michèle Clark

LEARNING REMOTELY

Due to the COVID-19 situation, this course will run in an online format. All students are expected to have the following technology to participate in this course:

1. Computer
2. High speed internet
3. Web camera
4. Microphone

Several platforms will be used in this course (e.g., Canvas, Zoom, etc.) through which students will interact with the course materials, the instructor, as well as with one another. Please review the technical specifications for **Zoom** (<https://support.zoom.us/hc/en-us/articles/201362023-System-Requirements-for-PC-Mac-and-Linux>) and **Canvas** (<https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66>). Please review the syllabus to determine how the class meets (in whole or in part) and how presentations will be conducted. Students shall note the following:

- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Copying of any Zoom recordings or other course materials for public or commercial distribution is strictly prohibited and may lead to copyright and/or privacy law violations.

COURSE MATERIAL

The course consists of a mix of lectures, discussions, videos, and case analyses. Active participation is essential if you are to get the most out of this course.

1) Course Textbook:

- "Marketing – Theory, Evidence, Practice"(version 2e) by Bryon Sharp; published by Oxford.
- ISBN # 9780190310073, 0190310073
- To order the e-textbook, go to VitalSource.com, create an account with your Schulich email address and then pay for the book. Please note that you need a code from the York Bookstore; that code: ____

2) Course Kit – There is no course kit





All cases and readings can be purchased directly from Ivey Publishing: Please see instructions for online ordering on Canvas, the Course Materials Data Base.

3) Canvas

We will be using Canvas as the class materials database. All the readings, or links to them, will be posted on Canvas before your class – so please make sure that you check it regularly. Also, please make sure that you are able to access Zoom. I have posted a test link (active after Sept. 7th that you can use to see if it works for you.

ASSIGNMENT SUMMARY

| Assignment Task | Group Individual | Total % of Final Grade | Due Date |
|--|--------------------|------------------------|---------------------------------|
| Class Contribution 20% | | | |
| Contribution to the in the Class Discussion and Participation in Breakout Room Activities (8%) | Ⓔ | 8% | |
| Class Quizzes and Hand-in Sheets related to-Class Work (10%) | Ⓔ | 10% | |
| "What I Like About You Sheet" | Ⓔ | 2% | Fri Nov 27, 2020 at 05:00pm EST |
| Commentary on a Current Campaigns (10%) 10% | | | |
| i) Your Post (6%) | Ⓔ | 6% | Fri Dec 4, 2020 at 08:30am EST |

| Assignment Task | Group Individual | Total % of Final Grade | Due Date |
|--|---|------------------------|---------------------------------|
| ii) Comments on Classmates' Posts (4%) |  | 4% | Fri Dec 11, 2020 at 08:30am EST |
| Individual Hand-in Case (20%) 20% | | | |
| Individual Hand-in Case (20%): October 23, 2020 |  | 20% | Fri Oct 23, 2020 at 08:30am EDT |
| Group Assignment: Business Analysis (25%) 25% | | | |
| Group Assignment: Business Analysis (25%): Due November 27, 2020 |  | 25% | Fri Nov 27, 2020 at 08:30am EST |
| Final Exam 25% | | | |
| Final Exam (25%) – Due 9:00 a.m. on Thursday, December 17, 2020 |  | 25% | Thu Dec 17, 2020 at 09:00am EST |

WRITTEN ASSIGNMENTS: DESCRIPTIONS

Contribution to the in the Class Discussion and Participation in Breakout Room Activities (8%)

This relates to how much you contribute to the class and breakout room discussions. Quality is far more important than quantity; simply repeating what a classmate has said will cause you to forgo marks. If you never speak in our zoom sessions, or appear to have put your name up and then left to do something else, you will get zero for this component. I do expect to be able to see your faces, even if not for all portions of class. The same is true if you surf the net, text and return emails or distract your classmates during our sessions.

Class Quizzes and Hand-in Sheets related to-Class Work (10%)

ii) Class Quizzes and Hand-in Sheets related to-Class Work (10%)

In some classes, there will be hand-in exercises (individual or group); your grade will be based on...

- Your active participation in the exercises.
- The overall quality of the related work submitted.

If you are absent on a day when there was in-class hand-in work, you forgo the marks for that day.


For classes 1 and 3 (September 18th and October 2nd) there will be some asynchronous content to review before class. On both days, there will be a mini quiz on this content in the first half of the class. Both quizzes will count towards this grade,

too.

Also, on November 6th, there is work to be prepared ahead of time related to class content; both these many assignments will count towards your grade, too.

All prep work is to be submitted before the class discussion to be counted, and all in-class work is to be submitted by the end of the class in question. All such work is to be submitted via email to Jane-Michèle Clark via jmclark@schulich.yorku.ca, **NOT through Canvas**.

"What I Like About You Sheet"


 **Due Date:** Fri Nov 27, 2020 at 05:00pm EST

iii) "What I Like About You Sheets" (2%)

"What I like about you" sheets will be available for completion on Canvas starting in Class #3 You must send me a head and shoulders shot of yourself by September 21st for me to use to create the form.

You are to write **at least** three insightful comments (sentences or complete bullets, not just single words) on the form about **each of** your classmates, so make sure you interact with everyone throughout the course. Please submit your completed form via email to me at jmclark@schulich.yorku.ca (<mailto:jmclark@schulich.yorku.ca>) by 5:00 pm on Friday, November 27th (after class 10).

i) Your Post (6%)

 **Due Date:** Fri Dec 4, 2020 at 08:30am EST

There are two parts to this assignment: your own post (worth 6%) and comments on at least four classmates' posts (4 x 1%: 4%)

i) Your Post (6%)

For this part of the assignment, you are to find and use **at least** one advertisement, commercial, online video or radio spot, etc. that you believe provides an EXAMPLE of how a company / brand exemplifies the concepts being discussed in the related class lecture. Please be prepared to discuss this in class. Depending on the topic you choose, I might ask you to answer questions, or lead a small discussion related to your post.

The specific topic to be addressed can be found in the Class-by-Class syllabus; it is also included in the commitments sign-up sheet that can be found on Canvas under the Discussion tab.

You will need to post your write-up, including links to all supporting/related material on Canvas, **AND** send it to me via email (jmc@schulich.yorku.ca (<mailto:jmc@schulich.yorku.ca>)) by noon on the Wednesday preceding the class in which the topic will be discussed.


Requirements:

- Address the topic/answer the question posed in the Class-by Class syllabus section for your day.
- Total length: Equivalent to 1.5 – 2 pages single-spaced.
- A **minimum** of one example is to be used.
- Links to all advertisements, articles, commercials, videos, etc. must be included.
- Examples of good posts can be found in the discussion section on Canvas.
- Your submission is to be posted no later than noon on the Friday before the class in which the topic will be discussed. If you are late posting, you will automatically receive a 20% penalty.

Note: You do not need my permission to post; I am asking you to send me your post by email simply to ensure you get credit for it in case there are any Canvas challenges.

- You **may not** choose Apple, Facebook, Google, Tesla, Tangerine, Airbnb, Uber or any of the examples provided by other students, or companies mentioned/ discussed, in class. Also, you need to provide examples of the principle in action – not “how to” or topic-related “101” articles. i.e. If you are doing “distribution”, you need to show how a company’s distribution strategy/ practices give it a competitive advantage in the marketplace, **not** talk about what distribution is.
- Please sign up for your week using the chart on Canvas in the discussion section.

ii) Comments on Classmates’ Posts (4%)


 **Due Date:** Fri Dec 11, 2020 at 08:30am EST

Participants are to read, and comment on the post on Canvas, **on at least four** of the articles submitted by fellow students (again you need to submit via Canvas AND send me an email with your comments). Comments such as “great post” will not count. The expectation is that you will have reflected on your classmate’s post and responded accordingly. If you wish to include your own links to material that complements or supports the original post, that is great. If you want to do similarly to refute what you have read, that is also great – but please be respectful.

Last date to post your own “article” on Canvas: December 4th, 2020.

Last date to post comments on at least 4 of your classmates’ articles: December 11th, 2020.

Individual Hand-in Case (20%): October 23, 2020

 **Due Date:** Fri Oct 23, 2020 at 08:30am EDT

The first hand-in is a case called “M.M. Lafleur: Market Segmentation and Targeting” by

Karen Robso and (<https://hbsp.harvard.edu/search?action=&author=Karen%20Robson>) Adam J Mills (<https://hbsp.harvard.edu/search?action=&author=Adam%20J%20Mills>), Ivey Product #:W20024-PDF-ENG. Instructions for how to purchase this Business School case can be found on Canvas. This case is worth 20%; a hard copy is due at the beginning of the **6th class: October 23, 2020.**

In addition to what you are asked in the case, you are to provide a comprehensive recommendation, with a rationale supported by your situational analysis that addresses the following:

- The main target audience(s) to be targeted moving forward – and rationale
- The distribution channels to be used, and geographic locations to be included – and rationale.
- The marketing vehicles you believe should be used to target each of your target audiences with rationale.

This Hand-In Case #1 should not be longer than the 10 - 12 pages, 1.5 spacing; the cover page and Table of Contents (**IF** you use one – though **not** needed) do NOT get included in the page count. You do NOT need to include any appendices, but IF you do, no more than two pages may be attached. **LONGER THAN 12 pages, plus up to 2 Appendix pages, WILL BE PENALIZED!** Pages are to be numbered, please.

The case is to be submitted via “Turn It In” on Canvas AND a copy submitted to me as a Word Doc via email at jmclark@schulich.yorku.ca (mailto:jmclark@schulich.yorku.ca). Just in case there are any problems submitting through Canvas, I will also set up a class account through TurnItIn directly. Details and passwords to be provided on Canvas.

Requirements for the Individual Hand-in Case Assignment

Students are required to include the components outlined below.

Cover Page: Your name, student number and course name with section.


1. Executive Summary (problem, context, solution → not a presentation “roadmap” **½ - ¾ page**)
 2. Problem/Issue Statement (2 – 3 sentences **max.) 2 – 3 lines max.**
 3. Situational analysis (Remember this is to be an analysis and not case recap). **1 – 1.5 pages max**
 4. Alternatives (just list; include Status Quo and your recommendation in your list) **Intro sentence plus 2-3 lines max.**
 - Description of Rejected Alternative(s) with rationale; please limit the number of alternatives to 3 (2 is fine) plus the Status Quo. Remember, an alternative is an alternative to the Status Quo (which is what the company is doing, or planning to do, according to what is outlined in the case). **+/- ½ page**
1. For the rejected approaches: Describe the proposed alternative briefly, provide a rationale for its consideration using facts from situational analysis and explain *why* you are discarding this as your final recommendation. Please note that each alternative proposed must be viable and take the company in a different direction (i.e. think strategy not tactics/ execution). **+/- ½ page per Rejected Alternative MAX, for a total of 1 page max**
 2. Must fully describe the recommended strategy that addresses the case questions and the ones listed above as a single “problem” AND provide a rationale supported by your situational analysis AND provide a **detailed**, integrated Promotional/Communications Plan (not simply a list of marketing communications vehicles) **4 - 6 pages MAX**
 3. Implementation Timeline. If you do a detailed job with your recommendation, this can be a Gantt chart or equivalent. **1 page max**

- **1 paragraph**

- **Note:** IF you choose to use a SWOT, PORTER'S, or another analytical tool, the work should be shown/ included as an *Appendix*. Do NOT include in the main report as a presentation device or you will be penalized. Only your assessment of the findings from deploying these tools should be included in the slides – IF used. You are not required to use these tools for this assignment – and no bonus marks will be awarded for their inclusion as an Appendix.

1. Late assignments will not be accepted except for extreme extenuating circumstances discussed well **before** the due date with the instructor. Too many assignments due the same day will not be considered as a reason to be granted an extension.

Group Assignment: Business Analysis (25%): Due November 27, 2020

 **Due Date:** Fri Nov 27, 2020 at 08:30am EST

This group assignment is worth 25%; it is due at the beginning of the **10th class: November 27th, 2020.**

Please note: This assignment is to be submitted with a completed peer evaluation form, which can be found on Canvas under the “Housekeeping” tab.

The Business Analysis assignment should not be longer than 9–10 pages (excluding the exhibits), 12 pt. font, 1.5-spaced.

This assignment will be completed in groups of 4 (5 students maximum with permission – and only to accommodate uneven numbers). Each group will be responsible for finding a company (either B2B or B2C) with its head office in Canada to use of the project. You may not do a bank, a brewery or Canada Goose, Lululemon, Roots, Porters, Second Cup, or Tim Horton's. Also, please note that you must get approval in advance as no two groups can do the same company.

You will then complete a secondary data search to identify a major marketing problem currently facing this organisation. The group will then provide potential strategic and marketing communications recommendations to solve the problem.

The guidelines for this Business Analysis assignment are as follows:

a. Groups will first identify and select one organisation (B2B or B2C or not for profit) for which it is possible to get access to data about the marketplace, its products/services, its target market, competition and some measure of marketplace success (sales, shares, etc.). Groups can choose an organisation where one of the group members has worked or currently works – but must disclose this – and/or where group members have contacts. Otherwise choose an organisation in an industry and marketplace where there is a large amount of secondary data.

b. Groups can choose to study either the whole organisation or one brand offered by that organisation.

c. Via secondary research on that organisation, marketplace and industry and/or primary research through social media and/or virtual/ phone conversations with the organisation involved, groups are to prepare an analysis of its activities that includes the following:

1. Very brief description of the industry in which the company operates in any interesting trends that need to be considered when developing a strategic recommendation.
2. Description of the marketplace in which the organisation operates: e.g., products/ services/brands, competitors, buyers'

and users' profiles, etc.

3. Organisation/Brand Objectives, either directly sourced or assumed from the data.
4. Organisation/Brand activities related to: product, distribution channels, price, marketing communications, customer service, etc.
5. What you perceive to be the organisation's marketing strategy in terms of target group, brand proposition, and differentiation versus competition.
6. An assessment of whether or not you believe the strategy to be successful. If so why? If not, why not?
7. Recommendations for improving/ building on current marketing activities – with a rationale based on your findings.
8. No financial analysis is required or to be included.

d. Groups should utilize data from both practitioner sources and academic sources. You should use at least 1 source from an academic journal to underpin your analysis of the organisation's core strategy and activity. This could include sources such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Brand Management*, *Journal of Product and Brand Management*, etc.

You must include data from legitimate data sites and at least 3 articles from practitioner journals such as *Marketing Strategy*, *Harvard Business Review*, *Bloomberg Business Week*, *Brand Management*, *Fortune*, etc. All of these can be accessed remotely through your Bronfman library resource access.

You should also access the social media networks used by the brand chosen as well as looking at comments from fans and naysayers alike.


Format:

1. Title Page **(is NOT to be included in the page count)**
2. Executive Summary **(1 page)**
3. Description of the client's business (products/services, target audience, size, etc.) along with anything peculiar about the industry in which it competes or current trends that must be taken into consideration **(1 – 2 pages)**
4. Description of what you perceive to be the client's current business challenge and your assessment of its potential impact on the company – both if the problem is not resolved and once it is. **(1 page)**
5. Organisation's Marketing Objectives and Strategy **(2 pages for items 5,6,7 and 8 combined)**
6. Comparison with competitors' initiatives
7. Assessment of its success or lack thereof items
8. Rationale for your assessment
9. Recommendation (comprehensive marketing plan, including integrated Marketing Communications recommendation, with rationale) **3- 4 pages**
10. Proposed timing for implementation (can be a Gantt chart or equivalent)
11. Exhibits (if you choose to use a SWOT, Porter or another analytical tool, you may include the work as an Exhibit.)
12. Bibliography and sources

It will be difficult to fully convey all this information within 10 pages, so please feel free to use complete bullet points where appropriate – just ensure that the bullet expresses a complete thought.

Late assignments will not be accepted except for extreme extenuating circumstances discussed well **before** the due date with the instructor. Too many assignments due the same day will not be considered as a reason to be granted an extension.

Final Exam (25%) – Due 9:00 a.m. on Thursday, December 17, 2020

 **Due Date:** Thu Dec 17, 2020 at 09:00am EST

The final exam will be a take home exam that will be posted on Canvas **at 9:00 a.m. on Monday, December 14th** . **It is due at 9:00 am, Thursday, December 17, 2020.** Students will submit the exam, with as a Word document or pdf file that includes the ***student's name and "5200B final exam"*** as part of the file name, via email to Jane-Michèle at jmclark@schulich.yorku.ca (<mailto:jmclark@schulich.yorku.ca>) and will **ALSO** upload the exam to TurnItIn. If the exam is not posted to TurnItIn; you will receive a zero for the exam. Please do **NOT submit your exam through Canvas**.

Students are responsible for all the material covered in class (including the textbook, cases, readings in the case package and class discussions). The exam is open-book and will focus on applying your knowledge about marketing concepts – but you are **NOT** allowed to collaborate with other students.

CALCULATING COURSE GRADE

Masters grades at Schulich are based on a 9-value index system. The top grade is A+ (9) and the minimum passing grade is C- (1). To keep final grades comparable across courses, core courses are expected to have a mean grade between 4.7 and 6.1.

The Schulich School does not use a percentage scale or prescribe a standard conversion formula from percentages to letter grades. Conversions within a course are at the discretion of the instructor. For this course, the following grade conversions will be used:

A+ 91 - 100 B- 65 – 69

A 85 – 90 C+ 60 – 64

A- 80 – 84 C 55 – 59

B+ 75 – 79 C- 50 – 54

B 70 – 74 D 45 – 49

CLASS-BY-CLASS SYLLABUS

"Housekeeping": [Course Outline](#), [Profile Sheets](#), [How to order cases from Ivey](#), etc.

 Student Profile Sheets - Masters Program.doc

 How to Order Cases from Ivey.pdf

Class 1 - Course Intro + Discussion: What is Marketing?

Sep 18/20

Overview: Class 1

Prep:

1. Create a 10-second intro that positions you in some special way – and distinguishes you from other Master of Marketing candidates at Schulich.
2. Complete your online profile in the **'MMKG Communications Hub'** on Canvas.
3. Complete your Student Profile Sheet (not the same as #2) and send to Jane-Michèle before class. You will find this in Canvas in Module #1 – the housekeeping module.
4. Send your headshot to Jane-Michèle at jmclark@schulich.yorku.ca (<mailto:jmclark@schulich.yorku.ca>).
5. Sign up for your Canvas “Current Campaigns” Discussion topic on Canvas.
6. Add your name and company experience to Canvas; you'll find the file under the “Discussion” tab.

Read Before Class:

1. Chapter 1
2. Lecture One slides on Canvas: “Course Intro and PoD”; acquaint yourself with unfamiliar concepts.
3. Anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. **AC:** JMC Slide presentation entitled “What is Marketing – Overview of Basic Course Topics”.


In-class/ Zoom Session:


1. Review Course expectations (yours and mine).
2. Discuss “What is Marketing” and “Point of Distinction”.
3. Mini Quiz (counts towards grade) on AC
4. Class to end 30 minutes early because of AC.


Extra Help For Assignment #1 - M.M. LaFleur - Builds on "Bootcamp"

 Case Requirements-Rubric - MM LaFleur -Fall 2020.docx

 Branding Orlando for Global - example re 1st hand in.PDF

 Differences between A and D papers - Orlando.docx

 Disney Consumer Products - example re 1st hand in case.pdf

 grade differences re Disney Case.doc

Class 2 - Marketing Environment, The Strategy Framework and Marketing Metrics

Sep 25/20

Overview: Class 2

Prep:

1. Complete all housekeeping items listed above under Class #1.
2. Send your headshot to Jane-Michèle at jmclark@schulich.yorku.ca (<mailto:jmclark@schulich.yorku.ca>), if not yet done.
3. *If this is your Canvas discussion week:* Using **at least** one article, advertisement, commercial, online video or radio spot, etc. that provides an example of how a company changed its business or marketing strategy *within the past year* with an explanation of why, the results and your opinion of the rationale and campaign. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on the example you choose.

Read Before Class:

1. Chapters 3 and 5.
2. Read the “The cost of cutting back” case related to the Hershey Company, which can be found in Chapter 3.
3. Review Lecture Two slides on Canvas: “Marketing Environment and Strategy”; acquaint yourself with unfamiliar concepts.
4. Read your classmates’ posts and comment, if you wish. Remember that you need to comment on at least 4 posts.
5. Anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. **AC:** Watch the following 4 videos and create your own strategy definition – something that could be read aloud in 30 seconds or less – and bring to class for the group exercise:
How the COVID-19 crisis is transforming all industries

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/business-in-2020-and-beyond#> (<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/business-in-2020-and-beyond>)

Christian Stadler: **Strategy 101 - Session 1: What is strategy?** (<http://www.youtube.com/watch?v=0qehcAyZGPY>)

Rich Horwath, **Rich Horwath Keynote Speech on Strategic Thinking** (<http://www.youtube.com/watch?v=XVs43Pgp9F4>)

7 step problem solving: **7 Step Problem Solving** (<https://www.youtube.com/watch?v=bZXDGQSuF9I>)

In-class/ Zoom Session:

1. Discussion related to Using the Strategy Framework, LTV and other slide content.

2. In-class group exercise related to Strategy Definition you create ahead of time; hand-in will count towards grade.

Class 3 -Market Research

Class to end 30 minutes early because of **AC**.

Oct 2/20

Overview: [Class 3](#)

Prep:

1. *If this is your Canvas discussion week:* Please find **at least** one article or case history (can be video) from within the past year, that talks about how a company has changed something fundamental about its business strategy and/or marketing approach based on research that it conducted – and explain how the research impacted the marketing strategy in this case. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. Read Chapters 4 & 7.
2. Read Disney's flop: *John Carter* from Chapter 7.
3. Review Lecture Three Slides "Marketing Research" and anything else posted on Canvas.
4. Read your classmates' posts and comment, if you wish. Remember that you need to comment on at least 4 posts.

Blended Learning Content to Review Before Class:

1. Review JMC **AC** Slide Presentation on "Secondary Research" (on Canvas).

In-class/ Zoom Session:

1. Mini Quiz (count towards grade) on **AC**
2. Discussion related to Lecture Slide Content + In-class Mini Cases (not from text).

Class to end 30 minutes early because of **AC**.

Class 4 - Segmentation, Targeting & Positioning

Oct 9/20

Overview: [Class 4](#)

Prep:

1. No written prep required, but make sure you download the in-class exercise sheets as you will be handing them in after the group work.
2. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot, etc. that you believe provides an EXAMPLE of how a brand used segmentation and/or targeting to effectively reinforce or change its market positioning within the past year. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. Read Chapter 6.

2. Read "P&G rethinks (targeting) on Facebook" which can be found in Chapter 12.
3. Watch 2015 Pandora Cruise video: <https://www.youtube.com/watch?v=CGPDigGISjU> (<https://www.youtube.com/watch?v=CGPDigGISjU>) .
4. Review Lecture Four Slides.
5. Anything else posted on Canvas.

Class 5 -
Consumer
Buying
Behaviour

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week.

Oct 16/20

In-class/ Zoom Session:

2. Discussion related to Lecture Slide Content + In-class Mini Case (not from text).
3. Group Exercise with hand-in that counts towards grade.

Class 6 -
Marketing
Channels
and

Class will run full 3 hours because NO AC.

Overview: Class 5

Prep:

1. In the Discussion section of Canvas, post photo and description of item you could/ would like to sell on a site such as Kijiji at least one hour before class.
2. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot, etc. *that is less than 12 months old*, that you believe provides an EXAMPLE of how trends are changing related to consumer buying behaviour and explain how this is reflected in the marketing campaign you selected. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. Read Chapters 2 & 8.
2. Review Lecture Five Slides and anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week.

In-class/ Zoom Session:

1. In-Class Instructor-led "SSB Shoppes" – important you be on time and peruse the catalogue ahead of time.
2. Discussion related to Lecture Slide Content: "Buying Behaviour"
3. Class will run full 3 hours because **NO AC**.

An extra, optional case bootcamp is being offered; it will run from 11:15 – until at least 11:45 a.m.

Please have a written problem statement prepared to use in this extra session.

Distribution

Oct 23/20

Overview: Class 6

Assignment Due: Individual Hand-In #1:

““M.M. Lafleur: Market Segmentation and Targeting”, Ivey Product #:W20024-PDF-ENG

Please see rubric on Canvas and p. 14 for details for specific questions to be answered.

Prep:

1. Please dress appropriately for our guest speaker, even if we are on Zoom.
2. *If this is your Canvas discussion week:* Please find **at least** one article, print advertisement, commercial, online video or radio spot, etc. that is less than 12 months old, that talks about/shows how a company is using its distribution channels to gain competitive advantage, and explain. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. Review Chapter 8 (was part of last week's reading).
2. Review Lecture Six Slides and anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week.

In-class/ Zoom Session:

1. Guest speaker on “Changes in Logistics” and impact on consumer behaviour and marketing plans.
2. You are to submit at 3 bullet points of “Key Takeaways” from Speaker's talk – due right after class.
3. Discussion related to Lecture Slide Content: “Marketing Distribution Channels” with Activity.

Class will run full 3 hours because we have a guest speaker and NO AC..

Class 7 - Pricing Concepts and Strategies

Nov 6/20

Overview: Class 7

Prep:

1. Prepare answers to all 5 questions in the “Santa Lucia Wholefoods: Product Development Decisions” case in Chapter 9 and submit before class. Will count towards grade.
2. Read the “How will I price *this*?” case posted on Canvas with the material for this class. Try to determine the optimal selling price for product and submit before class, and provide a rationale for your choice. Will also count towards grade.
3. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot, etc. that you believe provides an EXAMPLE of how a company has changed its pricing significantly in the past 12 months, and discuss how perception of the brand may have changed as a result. Post your write-up, including links to all supporting/related material, and

send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Class 8 - Branding and Brand Building

Read Before Class:

1. Read Chapter 9.
2. Read "How will I price *this?*" and "Santa Lucia" cases and answer questions as per above.
3. Case posted on Canvas and answer questions as above.
4. Review Lecture Seven Slides – "Pricing Concepts and Strategies" and anything else posted for class.

Nov 13/20

Class 9

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. Discussion related to Lecture Content.
2. In-Class "Setting the Right Price" exercise

Class to end 30 minutes early because of prep required.

Overview: Class 8

Prep:

1. Needed for class: A large recipe card (lined on 1 side), or an 8.5" x 11" sheet of plain white paper, pencil or pen, 5 – 8 coloured pens, pencils, markers and/or crayons. Choose colours that make you feel happy, or are representative of the kind of person you aspire to be.
2. Write down what you feel to be your life's purpose. Don't worry; you don't need to hand this in or discuss with anyone – but it will help you with the in-class exercise.
3. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot that you believe provides an **EXAMPLE** of how a company has enhanced, damaged or changed the perception of its brand *in the past 12 months*, and explain why. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. There is no textbook reading for today's class, but please do look at your classmates' posts.
2. Review Lecture Eight Slides – "Branding" and anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. Discussion related to Lecture Content.
2. In-Class "Branding" exercise

Class will run full 3 hours because there is **NO AC**.

-Developing the Marketing Plan and MarCom Part 1

Nov 20/20

Overview: [Class 9](#)

Prep:

1. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot, etc. *that is less than 12 months old*, that provides an example of how a company is reinforcing and enhancing its brand through its marketing communications campaign – and explain. *Think overall campaign.* Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. Read Chapters 12 & 13.
2. Review Lecture Nine Slides – “Developing the Marketing Plan + MarCom Part 1” and anything else posted on Canvas.

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. Discussion and videos related to Lecture Content.
2. Class will run full 3 hours because there is **NO AC**.

Remember to observe your classmates so you can complete your “What I Like” sheets.

Class 10 - MarCom Part 2, including Social Media

Nov 27/20

Overview: [Class 10](#)

Assignment #2 is Due Today: Group Business Analysis

Prep:

1. If you have never used Pinterest, Facebook, Instagram, LinkedIn, twitter, Snapchat or TicTok, please do so before class.
2. *If this is your Canvas discussion week:* Please find **at least** one example of a campaign that was/is primarily social media driven *that is less than 12 months old*, and comment on its appropriateness and likely effectiveness given the intended target audience. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss in class, depending on your topic.

Read Before Class:

1. Read Chapters 10 & 11.

2. Review Lecture Ten Slides – “MarCom Part 2” and anything else posted on Canvas.

Class 11 -
Consumer
Centricity
and
Employee

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. Discussion and videos related to Lecture Content.
2. Class will run full 3 hours because there is **NO AC**.
3. Ensure you have noted something good about every class member for “What I Like” exercise.

“What I like about you” sheets must be submitted by end of day on Friday, Nov 27th at the latest

Engagement

Dec 4/20

Overview: Class 11

Course Evaluations to be completed in Class, please do not complete ahead of time.

Last date to Post your own article for the Current Campaign Assignment on Canvas

Prep:

1. *If this is your Canvas discussion week:* Please find **at least** one advertisement, commercial, online video or radio spot, etc. *that is less than 12 months old*, that provides an example of how a company is reinforcing and enhancing its brand through a specific customer centric marketing communications campaign – and explain. Post your write-up, including links to all supporting/related material, and send it to me by noon on Friday at the latest... and be prepared to discuss it in class, depending on your topic.

Read Before Class:

1. No textbook readings for today.
2. Read JV Company descriptions (on Canvas) BEFORE class and have at hand for zoom class discussion

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. In class exercise with graded hand-in.

Class will run full 3 hours because there is NO AC.

Class 12 - Tying it all together through joint venturing + Exam Review

Dec 11/20

Overview: Class 12

Last date to comment on a classmate's post for Current Campaign Assignment on Canvas

Prep:

1. Read JV Company descriptions (on Canvas) and have at hand for zoom class discussion.

Read Before Class:

1. No textbook readings for today.
2. Review Lecture Twelve Slides and JV Company descriptions.

Blended Learning Content to Review Before Class:

1. There is **NO AC** content this week

In-class/ Zoom Session:

1. Discussion related to Lecture Content.
2. In class exercise – with graded hand-in.

Class will run full 3 hours because there is NO AC.

STUDENT PREPARATION FOR CLASS AND CLASS PARTICIPATION: EXPECTATIONS

Preparation

For some classes there will be material to read or activities to complete ahead of time. On days when it shows blended learning – i.e. some asynchronous content (denoted by AC on the Class-by-Class Syllabus) – you are expected to do the required work ahead of time. You will be quizzed on this material in the first half of the class; these quizzes will count towards your final grade. On these days, classes will be shortened to compensate for the work done ahead of time.

In addition, there will always be lecture slides to review in addition to any asynchronous material.

On occasion, there may be other content that I may want you to read and understand ahead of time as background for what we'll be covering in class. I expect that you will read the class material ahead of time – every time. Please refer to the Module related to each class.

Also, please check what is required in terms of prep on the calendar below as there are mini-hand-ins some weeks that count towards your participation grade. It is your responsibility to refer to the course outline to see what needs to be read, viewed and/or prepared; I will not be sending reminder notes.

You will need to attend every virtual lecture (health permitting, of course) and actively participate in, and sometimes lead, discussions if you want to enjoy this course and get a lot out of it.

In order to fully engage, it is important that you be fully present – which means having your video on so we can see your face (and an appropriate background). I would also request there be no surfing the internet, texting, responding to emails, etc. during our class time.

Class Participation (contribution)

Class Contribution

- Quality of the input and respect for others' opinions will count more than quantity.
- You are expected to ask questions, share ideas and experiences and answer questions thoughtfully.
- Contributing also includes **active** participation in in-class exercises, group work and completion of in-class assignments.

GENERAL SCHULICH ACADEMIC POLICIES

Grading

Grades at Schulich are based on a 9-value index system. The top grade is A+ (9) and the minimum passing grade is C- (1). To keep final grades comparable across courses, sections of required core courses are normally expected to have a mean grade between 4.7 and 6.1. Elective courses are expected to have a mean grade between 5.2 and 6.2.

The Schulich School does not use a percentage scale or prescribe a standard conversion formula from percentages to letter grades. Conversions within a course are at the discretion of the instructor.

For more details on the index, grading policy, and grade point average (GPA) requirements, consult your student handbook.

Academic Honesty

Academic honesty is fundamental to the integrity of university education and degree programs, and applies in every course offered at Schulich. Students should familiarize themselves with York University's policy on academic honesty, which may also be found on Schulich website: <http://schulich.yorku.ca/current-students/academic-honesty/> (<http://schulich.yorku.ca/current-students/academic-honesty/>)

Accommodations

For accommodations sought due to exam conflicts, religious reasons, unavoidable absences or disabilities, please refer to the Student Handbook or contact Student Services. For counseling & disability services, contact Student Services or see <http://accessibility.students.yorku.ca/> (<http://accessibility.students.yorku.ca/>) .

Exams (Absence from)

Midterm

Students who miss a mid-term examination must contact their course instructor within 24 hours and provide the course instructor with documentation substantiating the reason for the absence. Instructors may request that students submit a copy of their documentation to Student & Enrolment Services. Accommodations and/or re-scheduling of the mid-term exam will be left to the discretion of the course instructor with the expectation that the case be resolved within 14 calendar days.

Final

Within 24 hours of missing a final examination students must contact their course instructor. Students must also submit a completed Deferred Standing Request Form within 48 hours online. Formal documentation (e.g. Attending Physician's

Statement, Counselor's Statement, death certificate, etc.) regarding the reason for missing the exam must be submitted electronically via file upload as part of the form. The Deferred Standing Request form can be found at <https://schulich.yorku.ca/exam-deferral> (<https://schulich.yorku.ca/exam-deferral>). Student & Enrolment Services will notify the instructor and copy the student by email if appropriate documentation has been received.

For full details regarding exam deferrals, consult the Undergraduate Academic Handbook (pg.30) and/or the Graduate Policy Handbook (pg. 23).

** Please note that academic policies specific to this course may be contained in other parts of this course outline.*

Student Rights and Responsibilities

York University is a place of teaching, research, and learning where people value civility, diversity, equity, honesty and respect in their direct and indirect interactions with one another.

The Schulich School of Business strongly supports and adheres to the **Code of Student Rights and Responsibilities** (<https://secure.students.yorku.ca/pdf/CodeofRightsandResponsibilities.pdf>). All students have rights and responsibilities as outlined in this document and are expected to uphold the identified values for the benefit of the entire community.

Violations of community standards are taken seriously and investigated by the Office of Student Community Relations and other appropriate parties (<http://oscr.students.yorku.ca/> (<http://oscr.students.yorku.ca/>)). For details on how to handle a breach of community standards, visit the Office of Student Community Relations website at:

<https://oscr.students.yorku.ca/student-conduct> (<https://oscr.students.yorku.ca/student-conduct>). Every student agrees by the act of registration and enrolment to be bound by the regulations and policies of York University and of the Schulich School of Business.

Take time to fully review the Code of Student Rights and Responsibilities:

<https://secure.students.yorku.ca/pdf/CodeofRightsandResponsibilities.pdf> (<https://secure.students.yorku.ca/pdf/CodeofRightsandResponsibilities.pdf>)

Deliverables

These course materials are designed for use as part of this course at York University and are the property of the instructor unless otherwise stated. Third party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian Copyright law.

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