

COURSE INFORMATION

Course title:	Marketing Foundations for Analytics		
Course code:	BAMA 509	Credits:	1.5
Session, term, period:	2019 Winter, Period 2	Class location:	HA 337
Section(s):	BA1	Class times:	M/W 2-4
Course duration:	Nov. 4 to Dec. 14, 2019	Pre-requisites:	n/a
Division:	Marketing	Co-requisites:	n/a
Program:	MBAN		

INSTRUCTOR INFORMATION

Instructors:	Dale Griffin	
	Elaine Williamson	www.linkedin.com/in/williamsonelaine
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	elaine.williamson@sauder.ubc.ca	

Elaine's emergency, *Markstrat-crash only*, phone: 604-728-9296

Teaching assistant:	Gokhan Basaran
Office hours:	TBD
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COURSE DESCRIPTION

To introduce students to the first principles of marketing strategy through conceptual foundations, problem-based learning and practical application.

To develop student competence with concepts, frameworks and data analytic approaches to understand how to solve marketing strategy problems in an applied, process-driven manner.

To develop students' oral and written communication skills, as well as advance each individual's teamwork abilities.

To advance and encourage student responsibility in being actively involved in their learning.

COURSE FORMAT

Classes will include lectures, a marketing simulation, group discussion, small group activities. We will use a flipped classroom approach in which students will prepare materials in advance of class e.g., quizzes, cases.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Identify the unique characteristics of marketing strategy and develop conceptual knowledge, e.g., terminology, conceptual understanding, key performance indicators, etc.
- Explain how firms manage the strategic fundamentals of marketing to deliver customer and firm value, e.g., target market selection, product differentiation, value propositions, new product & pricing strategies, growth planning, etc. Students will analyze and interpret data as a tool to understand these fundamentals.

- Determine how firms manage the fundamental marketing challenges of customer heterogeneity, customer dynamics, competitor reaction and strategic trade-offs due to limited resources, using data as a tool.
- Understand the limitations, types and value of data in supporting marketing strategy.
- Develop communication and teamwork skills through decision-making & class discussion.

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Markstrat Simulation: Performance	20%
Markstrat Simulation: Infographic	20%
Final project	20%
Case briefs – 2@10%	20%
Class participation, quizzes, in-class TEDXTalks	20%
Total	<u>100%</u>

Details of Assessments

1. Markstrat – Performance (20%) + Analytical Poster (20%) = 40%

This sophisticated computer based strategic marketing simulation has you and your team taking on the leadership and management of a firm. Your firm will compete against firms managed by other students in this course; creating, marketing and managing durable goods. Your team will make decisions such as target market selection and product line development to improve existing products and develop new ones. You will determine the marketing mix for your products i.e. pricing, promotional level, “advertising” level, sales management support by channel, and overall sales channel focus and deployment. We will spend class time upfront familiarizing you with the basics of how the simulation works. You will make two simulation decisions/week for a total of 7. We will spend part of our Tuesday class discussing the trends and insights of the Sunday decisions.

a. Performance: 20%

Your firm’s performance will be assessed at the end of the period via several market indicators using a Your firm’ will make 7 strategic decisions throughout the module for the company controlled by your team. The performance of your firm will be assessed primarily through SPI (Share Price Index) *relative to other teams in your industry* and to a lesser degree other factors such as ROI *relative to other teams in industry*; all factors are available through the Markstrat dashboard although the exact mix of factors contributing to your grade is not released.

Loans are occasionally granted to teams deemed ‘in need’. This will not occur until the game has been well established for all teams. All loans will be paid back at the end of the game (not the next period)

b. Poster (team): 20% - see Canvas for a detailed Assignment Description

Along with the competitive aspect of Markstrat, other learning objectives are to reinforce your understanding of marketing concepts that you have learned, foster your critical thinking and decision making skills, encourage the development of your analytical approach in marketing decision making and further your thinking about marketing strategy.

2. Final reflection (individual): 20% - see Canvas for a detailed Assignment Description

Each individual will reflect on what they have learned about marketing strategy and its relation to data analysis and presentation from the Markstrat simulation.

3. Case Analysis (individual): 20% - see Canvas for a detailed Assignment Description

Two out-of-class case briefings will be assigned.

4. Class Participation, Professionalism, Quizzes, TEDXTalk (Individual) – 20%

Class participation is a central part of this course. Attendance is required to earn participation marks; however, attendance does not equal participation. Some participation marks will be given for pre-class quizzes. Please use your name card for each class.

TEDXTalk – each team will prepare a 5 minute talk + 5-7 minutes of a moderated discussion on any subject that is of interest to the team. Teams will sign up on Canvas for a 12 minute timeslot. Each TEDXTalk and discussion will take place at the beginning of class. **See Canvas for a detailed Assignment Description**

- **Participation grading is zero based:** all students start with zero points each class. Points are added by the quantity and quality of your comments.
- On-time arrival and attendance is one aspect of your grade. Late arrival/early departure will result in a deduction from that class' participation grade i.e. *you will earn 0 for that class.*
- Missed classes, for which you email us in advance, result in a zero participation grade. Missed classes with no email will result in a zero for that class as well as an overall deduction from your participation grade.
- Active participation is key to earning marks for this category.
- Written communication with us is part of your grade. Your professionalism as a businessperson includes your conduct over email. Your emails must be written using appropriate business language and correct grammar/spelling.
- Professionalism is an overall requirement. Your grade represents not just your contribution to class discussion but your business professionalism.
- Your participation when we have guest speakers counts towards your grade.

Grading Scale for Class Participation: (out of 10 – converted to overall participation % grade)

0	Absent or late to class – see notes above re late
4-5	Present but does not participate i.e. no contribution during class
6	Participates with basic information such as case facts or personal experience.
7	Offers an opinion or asks/answers a <i>basic</i> question.
8	Engages in a meaningful discussion with other members of the class.
9	Shares an analysis using data or evidence from the reading.
10	Provides insight or asks a question that is instrumental in advancing understanding.

LEARNING MATERIALS

1. Required: Case package
2. Reading package (some readings may be freely available on the course Canvas site. Others may have copyright fees)
3. *Please obtain your Markstrat license prior to the beginning of the course.*
<https://shop.stratxsimulations.com/>
Enter the file number: P5B9FFF1
Instructions for purchasing your Markstrat Pak are on Canvas.
Each student must buy a unique license Pak. Licenses can't be purchased on the used market.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

There are no make-ups for missed in-class activities or pre-tests. Pre-tests cannot be started after the deadlines has passed. **NOTE:** Pre-tests are to be completed individually (see Academic Integrity).

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee)
<https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

This course will be marked to the RHL grading policies for Master's level courses, as documented by the Dean's office. The expected class mean is a B+/A-, 76-84%. Per UBC policy, the instructor, faculties, departments, and schools reserve the right to scale grades in order to maintain equity among sections and conformity to University, faculty, department or school norms.

Weighting of Assignments: We reserve the right to re-weight the course assignments if required. These changes affect all students equally. Re-weighting does not occur for *individual* students except in medical or personal emergency.

Peer Review:

Individual grades on team assignments may be subject to adjustment based on team evaluations.

Students are expected to provide fair feedback about team members to ensure that teams are working productively. Reductions can be significant if an individual has contributed little to the team; generally, where team members are reliable and contribute, no adjustments are made.

Failure to complete the iPeer team evaluations will incur a 10% deduction on all team assignments, e.g., not submitting an iPeer will result in a 2.4% deduction on a team score of 24 yielding an individual grade of 21.6. At our discretion, you may receive a 2% deduction for overly short, unhelpful, or blank iPeer responses.

Grading questions: Students are responsible for monitoring their progress of points/assignments on Canvas. Questions on grades should be submitted, in writing, within 7 days of the grade's posting. After 7 days, the grade is final and will not be adjusted.

Professional Business Behaviour: As a group of business professionals learning together, you are expected to practice professional and respectful business conduct. This includes prompt arrival to class, remaining in your seat during the lecture (please get water or coffee prior to class), limited eating (noisy packaging & eating and food smells are a distraction to your colleagues), respectful listening, questioning, and participation. Exercise sensitivity to the global nature of our classroom; anticipate the perception not only of those in one's "home" culture but also all those represented in the classroom. You are learning and developing yourself as a business professional at RHL. Remember your reputation and credibility stay with you!

Written Language Requirements (Individual Submissions): All written work, *including email to us*, is to be written in clear, grammatically correct English. Emails must be in appropriate business language.

Written Language Requirements (Team Submissions): See above.

- Each team member should review the entire document submitted by their team. All team members are responsible for professionalism and academic integrity of the work.
- An editor (chosen by the team) will compile your team's work to create a cohesive document that reads as if it was written by one person. *The editor role is not to correct grammar.* An individual grade for any team submission may be reduced if others report they were required to correct basic grammar and structure issues to craft a final submission. Feedback is encouraged in iPeer.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President’s Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval of the Instructor.]

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

#	Date	CLASS TOPICS	INSTRUCTOR OR	ACTIVITIES & READINGS	WHAT’S DUE
1	Mon. Nov. 4	1. Course introduction 2. Fundamentals of Marketing	Dale Elaine	CLASS PREP ON CANVAS Chapter 1 of “Marketing Strategy: First Principles” (on Canvas) pp 5-29	<ul style="list-style-type: none"> • Markstrat Pak purchased • Case package purchased • Teams assigned

2	Wed Nov. 6	<ol style="list-style-type: none"> 1. TEDXTalk 2. Markstrat Briefing 1 3. Markstrat Lab (team time) 4. Marketing Fundamentals 	Elaine	<p>CLASS PREP ON CANVAS</p> <p>Markstrat Participant Manual ch. 1 – 4 (on Canvas)</p>	<ul style="list-style-type: none"> • Pre-test by 1:30 pm - Canvas • LAB: Teams to work on Trial Decision
	Sun. Nov. 10				<ul style="list-style-type: none"> • Markstrat Trial Decision 7 p.m. • Print or screenshot results • Markstrat reset Nov. 11 @ 5 p.m.
	Mon. Nov. 11	<i>Remembrance Day – no class</i>			
3	Wed. Nov. 13	<ol style="list-style-type: none"> 1. TEDXTalk 2. Marketing Data sources 3. Types and Purposes of Marketing Research —links to Markstrat 	Elaine Dale	<p>CLASS PREP ON CANVAS</p> <p>Note on Marketing Strategy</p>	
	Thurs. Nov. 14				<i>Markstrat Decision 1 @ 7 p.m.</i>
4	Fri. Nov. 15	<ol style="list-style-type: none"> 1. TEDXTalk 2. Feedback: Markstrat Decision 1 3. Markstrat Lab (team time) 4. Markstrat Briefing 2: R&D, innovation, competition 5. Mini-case 		<p>CLASS PREP ON CANVAS</p>	

	Sun Nov. 17				Markstrat Decision 2 @ 7 p.m
5	Mon. Nov. 19	<ol style="list-style-type: none"> 1. TEDXTalk 2. Feedback: Markstrat Decision 2 3. STP: Segmenting Targeting, Positioning 	Elaine	<p>CLASS PREP ON CANVAS</p> <p>Note on Market Segmentation, Target Market Selection, and Positioning (Reading Package)</p>	<ul style="list-style-type: none"> • Pre-test by 13:30 pm – Canvas • Teams to review Markstrat Decision results
6	Wed. Nov. 20	<ol style="list-style-type: none"> 1. TEDXTalk 2. STP, Value Proposition 3. Customer Lifetime Value at Starbucks 	<p>Elaine</p> <p>Dale</p>	<p>CLASS PREP ON CANVAS</p> <p>Customer Value Propositions in Business Markets (HBR—on Canvas)</p> <p>Starbucks case (Reading package)</p>	<ol style="list-style-type: none"> 1. Starbucks: Customer Service Case—pre-brief
	Thurs Nov. 21				Markstrat Decision 3 @ 7 p.m
	Sun. Nov. 24				Markstrat Decision 4 @ 7 p.m
7	Mon. Nov. 25	<ol style="list-style-type: none"> 1. TEDXTalk 2. Feedback: Markstrat Decision 3 3. Managing Products, Channels and Competitors (Sustainable Competitive Advantage) 	Elaine	<p>CLASS PREP ON CANVAS</p> <p>Mapping Your Competitive Position (HBR—on Canvas)</p>	<ol style="list-style-type: none"> 1. Teams to review Markstrat Decision results
8	Wed. Nov. 27	<ol style="list-style-type: none"> 1. TEDXTalk 2. Advertising, Pricing, and Experiments; 		CLASS PREP ON CANVAS	<ol style="list-style-type: none"> 1. Case pre-brief 1:30 pm (on Canvas)

		3. HBR case		HBR Case (Reading package)	
	Thurs. Nov. 28				Markstrat Decision 5 @ 7 p.m
	Fri. Nov. 29				Markstrat Decision 6 @ 7 p.m
	Sun. Dec. 1				Markstrat Decision 7 @ 7 p.m
9	Mon. Dec. 2	1. Guest Speaker and Live Case	Elaine	CLASS PREP ON CANVAS	
10	Wed. Dec. 4	Final Review of Markstrat -- Celebration of Markstrat winners -Poster on Markstrat (Group)	Dale Elaine	CLASS PREP ON CANVAS	1. Teams to bring hardcopy poster to class & present
	Dec. 13	Final Project (Individual) Final Grading	Dale		Scheduled by RHL Office