

MARKETING MANAGEMENT (MKMN)

Department of Marketing and Consumer Studies, Gordon S. Lang School of Business and Economics

The Marketing Management major is interdisciplinary, follows a liberal education philosophy, and is built on the Department's expertise in the field of marketing and consumer research.

The Department of Marketing and Consumer Studies prepares students for a career in marketing and also educates them so that they can be active and engaged citizens. This is achieved from a balanced curriculum of marketing and liberal education courses that provide students with an understanding of the world they will work and live in. Students will gain knowledge in creating, communicating, and delivering product offerings to create value to stakeholders in a global and connected economy. Students completing this major will be prepared to pursue a variety of marketing career paths and diverse leadership roles.

Elective options enable students to select courses which support or complement their primary field of study. Examples:

1. students can use a combination of restricted, Liberal Education, and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements;
2. students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. Note: students also can take courses of interest as electives without concern for categories.

Learning Outcomes

By the end of the Bachelor of Commerce program, graduates will be able to:

- Demonstrate the ability to think critically by identifying, evaluating and integrating relevant information from a variety of sources to solve complex business problems
- Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge and skills such as responsible decision-making and personal accountability
- Identify and professionally respond to team issues and develop a new approach to enhance team performance
- Discuss and apply principles of corporate social responsibility to business issues and operations.
- Communicate effectively in a business context through written documents to a variety of audiences
- Communicate effectively in a business context through oral communication to a variety of audiences
- Demonstrate competency and understanding of core business knowledge and concepts.
- Demonstrate proficiency in the ability to integrate knowledge and understanding within specific majors through analysis and recommendation of solutions to 'major specific' business problems and business decision-making.

Marketing Management major graduates will also be able to:

- Understand the role of marketing within a business.
- Understand the impact of marketing on key stakeholders in society.
- Identify moral and ethical dilemmas in marketing decision making.
- Appropriately analyze internal and external market environment to develop a marketing strategy.
- Evaluate consumer behavioral decision processes to address marketing challenges and opportunities.
- Apply segmentation, targeting and positioning in marketing decisions.
- Create the marketing mix (4Ps) in marketing management.
- Evaluate business analytics to solve marketing problems and challenges.
- Conduct marketing research to develop marketing insights.

Major Requirements (Honours)

This is a major within the degree: Bachelor of Commerce (calendar.uoguelph.ca/undergraduate-calendar/degree-programs/bachelor-commerce-bcomm/).

Credit Summary

(20.00 Total Credits)

Code	Title	Credits
Required Core Courses		13.00
Restricted Electives (from lists)		3.00
MGMT*1100	Business Career Preparation	0.00
Liberal Education Electives		1.50
Free Electives		2.50
Total Credits		20

Recommended Program Sequence

Code	Title	Credits
Semester 1 - Fall		
ECON*1050	Introductory Microeconomics	0.50
MGMT*1000	Introduction to Business	1.00
Semester 2 - Winter		
ACCT*1220	Introductory Financial Accounting	0.50
ECON*1100	Introductory Macroeconomics	0.50
MCS*1000	Introductory Marketing	0.50
Semesters 1 or 2 - Fall or Winter		
MATH*1030	Business Mathematics	0.50
PSYC*1000	Introduction to Psychology	0.50
0.50 Marketing Environment electives (see List E1)		0.50
0.50 electives		0.50
Semester 3 - Fall		
ACCT*2230	Management Accounting	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
MCS*2000	Business Communication	0.50
Semester 4 - Winter		
MGMT*1100	Business Career Preparation	0.00
Select 0.50 credits from the following:		
ECON*2740	Economic Statistics	0.50
PSYC*1010	Making Sense of Data in Psychological Research	0.50

STAT*2060	Statistics for Business Decisions	0.50
Semesters 3 or 4 - Fall or Winter		
MCS*2020	Information Management	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50
MCS*3040	Business and Consumer Law	0.50
0.50 History/Global Perspective electives (see List E2)		0.50
1.00 electives		1.00
Semesters 5 or 6 - Fall or Winter		
FARE*3310	Operations Management	0.50
FIN*2000	Introduction to Finance	0.50
MCS*3030	Research Methods	0.50
MCS*3500	Marketing Analytics	0.50
MCS*3620	Marketing Communications	0.50
MGMT*3320	Financial Management	0.50
0.50 Leadership/Professionalism electives (see List E3)		0.50
1.50 electives		1.50
Semesters 7 or 8 - Fall or Winter		
MCS*4010	Consumer Information Processes	0.50
MCS*4370	Marketing Strategy	0.50
MCS*4600	International Marketing	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*4000	Strategic Management	0.50
1.50 Advanced Marketing electives (see List E4)		1.50
1.00 electives		1.00

Restricted Electives for the Marketing Management Major

Substitutions for restricted electives will be allowed if a Marketing and Consumer Studies Faculty Advisor agrees that a proposed alternative is relevant to marketing in today's world and has an appropriate level of rigour.

Marketing Environment Elective - List E1

To supplement the knowledge students gain in MCS*1000 Introductory Marketing about the socio-cultural, economic, political/legal, and technological "environmental" factors that must be taken into consideration in marketing decision-making, marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
ANTH*1150	Introduction to Anthropology	0.50
EDRD*1400	Introduction to Design	0.50
FRHD*1010	Human Development	0.50
GEOG*1200	Society and Space	0.50
GEOG*1220	Human Impact on the Environment	0.50
GEOG*2510	Considering Canada: a Regional Approach A Regional Synthesis	0.50
NUTR*1010	Introduction to Nutrition	0.50
PHIL*2070	Philosophy of the Environment	0.50
POLS*2250	Public Administration and Governance	0.50
POLS*2300	Canadian Government and Politics	0.50
SOC*1100	Sociology	0.50

History/Global Elective - List E2

To help marketing majors develop a sense of the fundamental relativity of knowledge and understanding over time and/or to help them gain

the global perspective needed in senior marketing courses, marketing management majors must take one [0.50 credits] of:

Code	Title	Credits
ARTH*2490	History of Canadian Art	0.50
BIOL*1500	Humans in the Natural World	0.50
GEOG*2030	Environment, Justice and Society	0.50
HIST*1150	The Modern World	0.50
HIST*1250	Science and Technology in a Global Context	0.50
HIST*2070	World Religions	0.50
HIST*2250	Environment and History	0.50
HIST*2300	The United States Since 1776	0.50
HIST*2510	Modern Europe Since 1789	0.50
HIST*2910	Modern Asia	0.50
HIST*2930	Women and Cultural Change	0.50
HIST*3070	Modern India	0.50
HIST*3150	History and Culture of Mexico	0.50
POLS*1500	World Politics	0.50
POLS*2200	International Relations	0.50

Leadership/Professionalism Elective - List E3

To help prepare senior marketing management majors for leadership positions in organizations, they must take one [0.50 credits] of:

Code	Title	Credits
ECON*2310	Intermediate Microeconomics	0.50
ECON*2410	Intermediate Macroeconomics	0.50
EDRD*3160	International Communication	0.50
EDRD*4120	Leadership Development in Small Organizations	0.50
HROB*2010	Foundations of Leadership	0.50
MGMT*4260	International Business	0.50
PHIL*2100	Critical Thinking	0.50
PHIL*2120	Ethics	0.50
PHIL*2600	Business and Professional Ethics	0.50

Advanced Marketing Elective - List E4

To address the University Learning Outcome of "Critical and Creative Thinking" and to enhance the knowledge of product development, placement strategies, applications and the integration of societal influences on thinking, senior marketing management majors must take three [1.50 credits] of:

Code	Title	Credits
HROB*4010	Leadership Certificate Capstone	0.50
MCS*3010	Quality Management	0.50
MCS*3050	Digital Marketing	0.50
MCS*4020	Research in Consumer Studies	0.50
MCS*4040	Management in Product Development	0.50
MCS*4060	Retail Management	0.50
MCS*4100	Entrepreneurship	0.50
MCS*4300	Marketing and Society	0.50
MCS*4400	Pricing Management	0.50
MCS*4910	Topics in Consumer Studies	0.50
MCS*4920	Topics in Consumer Studies	0.50

MCS*4950	Consumer Studies Practicum	0.50
MGMT*4020	Interdisciplinary Food Product Development I	0.50
MGMT*4030	Interdisciplinary Food Product Development II	0.50
MGMT*4050	Business Consulting	0.50
MGMT*4060	Business Consulting	0.50
MGMT*4350	Business Case Competition Preparation	0.50

Co-op Requirements (Honours)

This is a major within the degree: Bachelor of Commerce
(calendar.uoguelph.ca/undergraduate-calendar/degree-programs/
bachelor-commerce-bcomm/).

The Co-op program in Marketing Management is a five year program, including five work terms. Students must follow the academic work schedule as outlined below (also found on the Co-operative Education website: <https://www.recruitguelph.ca/cecs/>).

Academic and Co-op Work Term Schedule

Year	Fall	Winter	Summer
1	Academic Semester 1	Academic Semester 2	Off
2	Academic Semester 3 COOP*1100	Academic Semester 4	COOP*1000 Work Term I
3	COOP*2000 Work Term II	Academic Semester 5	COOP*3000 Work Term III
4	Academic Semester 6	COOP*4000 Work Term IV	COOP*5000 Work Term V
5	Academic Semester 7	Academic Semester 8	N/A

Please refer to the Co-operative Education program policy with respect to work term performance grading, work term report grading and program completion requirements.

For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education web site.

Credit Summary

(22.50 Total Credits)

Code	Title	Credits
Required Core Courses		13.00
Restricted Electives (from lists)		3.00
Liberal Education Electives		1.50
Free Electives		2.50
Co-op Work Terms		2.50
Total Credits		22.5

Recommended Program Sequence

Code	Title	Credits
Semester 1 - Fall		
ECON*1050	Introductory Microeconomics	0.50
MGMT*1000	Introduction to Business	1.00
Semester 2 - Winter		

ACCT*1220	Introductory Financial Accounting	0.50
ECON*1100	Introductory Macroeconomics	0.50
MCS*1000	Introductory Marketing	0.50

Semesters 1 or 2 - Fall or Winter

MATH*1030	Business Mathematics	0.50
PSYC*1000	Introduction to Psychology	0.50
0.50 Marketing Environment electives (see List E1)		0.50
0.50 electives		0.50

Semester 3 - Fall

ACCT*2230	Management Accounting	0.50
COOP*1100	Introduction to Co-operative Education	0.00
HROB*2090	Individuals and Groups in Organizations	0.50
MCS*2000	Business Communication	0.50
0.50 electives		0.50

Select 0.50 credits from the following:

ECON*2740	Economic Statistics	0.50
PSYC*1010	Making Sense of Data in Psychological Research	0.50
STAT*2060	Statistics for Business Decisions	0.50

Semesters 4 - Winter

MCS*2020	Information Management	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50
MCS*3030	Research Methods	0.50
MCS*3040	Business and Consumer Law	0.50
0.50 History/Global Perspective electives (see List E2)		0.50

Summer Semester

COOP*1000	Co-op Work Term I	0.50
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Fall Semester

COOP*2000	Co-op Work Term II	0.50
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Semester 5 - Winter

The following 5.00 credits must be completed over semesters 5 and 6. Select 2.50 credits in Winter Semester 5 and the remaining 2.50 in Fall Semester 6:

FARE*3310	Operations Management	0.50
FIN*2000	Introduction to Finance	0.50
MCS*3500	Marketing Analytics	0.50
MCS*3620	Marketing Communications	0.50
MGMT*3320	Financial Management	0.50
0.50 credits Leadership/Professionalism electives (see List E3)		0.50
2.00 electives		2.00

Summer Semester

COOP*3000	Co-op Work Term III	0.50
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Semester 6 - Fall

Select 2.50 credits from the list below that were not taken in Winter Semester 5:

FARE*3310	Operations Management	0.50
FIN*2000	Introduction to Finance	0.50
MCS*3500	Marketing Analytics	0.50
MCS*3620	Marketing Communications	0.50
MGMT*3320	Financial Management	0.50
0.50 Leadership/Professionalism electives (see List E3)		0.50
2.00 electives		2.00

Winter Semester

COOP*4000	Co-op Work Term IV	0.50
Summer Semester		
COOP*5000	Co-op Work Term V	0.50
Semesters 7 or 8 - Fall or Winter		
MCS*4010	Consumer Information Processes	0.50
MCS*4370	Marketing Strategy	0.50
MCS*4600	International Marketing	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*4000	Strategic Management	0.50
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MCS*4100	Entrepreneurship	0.50
MCS*4300	Marketing and Society	0.50
MCS*4400	Pricing Management	0.50
MCS*4910	Topics in Consumer Studies	0.50
MCS*4920	Topics in Consumer Studies	0.50
MCS*4950	Consumer Studies Practicum	0.50
MGMT*4020	Interdisciplinary Food Product Development I	0.50
MGMT*4030	Interdisciplinary Food Product Development II	0.50
MGMT*4050	Business Consulting	0.50
MGMT*4060	Business Consulting	0.50
MGMT*4350	Business Case Competition Preparation	0.50