

ABEN 106 – Marketing for New Business Ventures

3 Credits, 45 hours

ABEN 106 focuses on an introduction to marketing for new and developing businesses including market research, sectoral studies, and the development of a marketing plan. This course focuses on a customer-centric approach to marketing.

Prerequisite: ABEN 100 or consent of the Program Chair

Instructor

Tami Kane
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Office Hours

Office hours are flexible. Contact your instructor to book an online or telephone meeting.

Required Resources

Textbook title, Good, W. & Mayhew, W. (2014). *Building Your Dream 9th Edition*. Canada: McGraw-Hill Ryerson Ltd. Canada. ISBN: 978-0-07-133888-2

Other supplies: Computer with internet connection, headset with microphone.

Course Outcomes

Upon successful completion of this course, you will be able to:

- Describe marketing and its role in business
- Define the factors that drive customer satisfaction
- Describe the customer's role at the center of market thinking
- Identify the steps involved in strategic marketing planning
- Conduct effective market research by gathering relevant data about the target market, including market segmentation based on demographic, lifestyle and product related factors
- Establish total quality service techniques
- Prepare a marketing plan for a small business venture

Evaluation

ASSIGNMENT	TITLE	VALUE
1	Situation Analysis	15%
2	Marketing Strategies & Financials	20%
3	Marketing Plan	30%
Quizzes	Quiz 1 (10%) Quiz 2 (5%) Quiz 3 (5%)	20%
	Online Activities (Discussion forums and online activities)	15%
	Total	100%

Assignments

All assignments must be submitted electronically through Moodle.

Assignment Due Dates

All **course work is due by midnight on date posted** in Moodle. Students are eligible for **one** extension per course; this 48 hour extension applies to major assignments only and the student is expected to contact the instructor prior to the event. Expect to spend at least 15-20 hours per week to complete all the reading, discussion forums, online meetings, activities, and assignments within a module.

The minimum pre-requisite for progression is 1.7 (refer to Grading System following)

Grading System

Descriptor	4.0 Scale	Percent
Excellent	4.0	96 – 100
	4.0	90 – 95
	3.7	85 – 89
Good	3.3	81 – 84
	3.0	77 – 80
	2.7	73 – 76
Satisfactory	2.3	69 – 72
	2.0	65 – 68
Minimum Prerequisite	1.7	60 – 64
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

Proposed Schedule of Topics

Week	Module	Assignment
Oct. 29 – Nov. 4	Introduction to Marketing	Assignment 1 (15%) Situational Analysis -SWOT Quiz 1 (10%)
Nov. 5 – 11	Developing a Marketing Plan	Assignment 2 (20%) Marketing Strategies & Financials Quiz 2 (5%)
Nov. 12 – 18	Marketing Plan	Assignment 3 (30%) Marketing Plan Quiz 3 (5%)

Student Attendance

This online course does not have scheduled classes, but students are expected to participate in weekly web meetings. Each web meeting will provide an introduction to the module, an assigned reading, and an assignment overview. It is recommended that you set up a weekly schedule of 15-20 hours to successfully complete this course.

Performance Requirements**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

Specialized Supports

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre and Wellness Services, work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 9:00 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Text Anxiety. Individual appointments can be made by calling 780-791-8934.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.