

BUS 239E - Marketing

3 Credits, 3 hours

The student is introduced to the highly dynamic field of marketing. Marketing is based on the premise that successful marketing of goods, services and ideas is fundamental to the functioning of our society. The major focus of the course is on understanding marketing, analyzing marketing opportunities and planning marketing strategies related to product, promotion, price and place.

Instructor

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Office Hours

Tuesday	12:00 – 15:00
Wednesday	17:30 – 18.30
Thursday	17:30 – 18.30

Hours of Instruction

Thursdays 18:30 – 21:30

Required Resources

Marketing, Lamb et al., Fifth Canadian Edition, ISBN 978-0-17-650407-6

Course Outcomes

Upon successful completion of this course, the student shall be able to:

1. Explain the role of marketing in meeting the needs and wants of customers

- Discuss the key elements to creating value in customer-focused marketing strategy.
- Explain how the marketing function interacts with its internal and external partners to create value.
- Examine the role of 'enlightened marketing' in building value for customers and consumers.
- Analyze the marketing environment for factors that affect an organization's ability to serve its customers and stakeholders.

2. Examine the methodology used to select target markets and build profitable relationships with them.

- Explain the relative importance of marketing information systems.
- Relate factors influencing buying behaviour to the buying decision process and adoption rates.
- Discuss the major bases for segmenting consumer and business markets.
- Explain how companies identify attractive market segments and choose a target market.
- Analyze how organizations position their market offering to build a competitive advantage.

3. Analyze product, service and distribution decisions made by organizations to create time, place and form utility.

- Examine decisions that organizations make regarding individual products, brands, lines and assortments.
- Contrast product marketing to the marketing of services based on the unique characteristics of services.
- Debate the value added of distribution channels to organizations and customers.

4. Differentiate pricing and integrated marketing communication decisions.

- Relate the internal and external factors affecting pricing decisions to customer perceptions of price and value.
- Differentiate between each promotions mix tool in an integrated marketing communications plan.
- Recommend price, promotion and distribution alternatives based on product life cycle considerations.
- Discuss the role of sales representatives in creating value and building customer relationships.

Evaluation

Midterm Examination I	20%
Midterm Examination II	20%
Lifestyle Advertising Assignment	10%
Group Case:	
Group Case Total	15%
Final Exam	35%
TOTAL.....	100%

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	Progression	C-	1.7
Poor	D+	1.3	57 – 59.9
Minimum Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

A grade of C- is required for progression or transfer.

Proposed Schedule of Topics

WEEK	Week of	TOPIC	CHAPTERS
1	11.01.2018	Introduction to Marketing	Chapter 1
2	18.01.2018	Strategic Planning Ethics and the Marketing Environment	Chapters 2 & 3
3	25.01.2018	Consumer Decision Making Business Marketing	Chapters 4 & 5
4	01.02.2018	Segmentation & Targeting Markets Marketing Research	Chapters 6 Chapter 7
5	08.02.2018	Exam #1	Chapters 1 to 7
6	15.02.2018	Product Concepts Developing & Managing Products	Chapter 8 & 9
7	22.02.2018	Reading Week	
8	01.03.2018	Marketing Channels and SCM	Chapter 11
9	08.03.2018	Retailing Integrated Marketing Communications	Chapter 12 Chapter 13
10	15.03.2017	Exam #2	Chapters 8 to 13
11	22.03.2018	Advertising and Public Relations Sales Promotion and Personal Selling	Chapter 14 & 15
12	29.03.2018	Pricing Concepts Setting the Right Price	Chapter 16 & 17
13	05.04.2018	Customer Relationship Management	Chapter 18
14	12.04.2018	Marketing on the Web	Chapter 19
15	19.04.2018	Final Exam	

Please Note:

Date and time allotted to each topic is subject to change.

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.

Student Attendance

Class attendance is essential for three reasons:

First, class attendance maximizes students learning experience and allow them to learn topics raised by students in the classroom and not discussed in the textbook or on Moodle. These topics will come in tests.

Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams).

Third, it is essential to develop a sense, habit and attitude of punctuality and foreplanning for it is a necessary skill required for your success in your future career.

Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

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

Counselling and Accessibility Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.