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

Instructor Name: Gregory Krabes
Office location: S111F
Phone number: 780-791-8958
Email: gregory.krabes@keyano.ca

Office Hours

Monday – Friday   Virtual by appointment only

Hours of Instruction
Wednesdays   13:00 – 15:50

Required Resources

Marketing © 2017
by Frederick Crane, Roger Kerin, Steven Hartley, William Rudelius
10th Edition • Online resource
9781259272257 • 1259272257

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 promotion 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

Examinations.. 75%
Quiz I..	*15%*
Quiz II...	*15%*
Quiz III..	*15%*
Quiz IV..	*15%*
Quiz V...	*15%*

Competitions / Challenges / Research....................... 25%
Lifestyle Advertising Assignment	*10%*
Battle of the Brands..	*15%*
Total	**100%**

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
	A+	4.0	> 93.9
Excellent	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
	B+	3.3	77 – 79.9
Good	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
	C+	2.3	67 – 69.9
Satisfactory	C	2.0	64 – 66.9
Progression	C-	1.7	60 – 63.9
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.

Lifestyle Advertising Assignment

Lifestyle — refers to the mode of living of consumers; that is, it is a composite of their individual behavior patterns and psychological makeup.

Using this description, find an example of an ad (for this exercise this must be a color still ad) employing lifestyle advertising. This ad can be from any magazine of your choice. Try to find an advertisement, which in your opinion is targeting you. Take a photo of this ad and upload its image into Word file. Below add this complete this table:

Please note: the table below must be included in your Lifestyle Advertising Assignment

Student Name		Student #	
Category	**Max**	**Your response**	**Mark**
Colour ad included	10		
I found the ad in…	10		
Lifestyle advertising	30		
Description of target market – why is it targeting you	20		
fit within the medium	10		
Placement in the medium	10		

special features	10		
TOTAL	**100**		

When completed, save this file as "Last Name St#" (for example file name will be: Smith 2020758.docx) and upload into correct file folder in course Moodle BUS 239A 2020F

Please note that this activity is worth 10% of your final grade

Lifestyle Advertising Assignment   *10%*

Battle of the Brands (apparel)

This is a group activity so every participant must find a group to work with.
This activity consists of two parts, individual work, and group component.

Individual Work

Please take an inventory of your wardrobe, think about all brand-named clothing you have, or you would love to have. Make a mental list of all the brand names from best to least desired. Think also about the reasons why you love them, what special meaning they represent, are there only utilitarian reasons for your choice?

After compiling such list, complete the following table. **This table must be attached to the final group submission.**

Student Name:		Reasons for placement:
Student Number:		
My best Brands are	1.	
	2.	
	3.	

Group Component

After all individual tables are completed and ready to be presented to the group, a series of meetings must be scheduled. During the group meeting, members must discuss their reasons and feelings about every brand name.
Following, the group must decide either by voting, discussion or any other means on final brand placement (first, second and third place).
The final step in this project is to prepare a well-designed presentation describing all three brands together with the reason for placement. Make sure that all aspects of your decision making are showcased in this presentation.

Battle of the Brands...................................... 15%

Proposed Schedule of Topics

Week	Week of	Topic
1	02.09.2020	**Part 1 Initiating the Marketing Process** *Chapter 1* Creating Customer Value, Relationships, and Experiences Through Marketing
2	09.09.2020	*Chapter 2* Developing Successful Marketing Strategies *Chapter 3* Scanning the Marketing Environment **Battle of the Brands due 02.12.2020………………………………15%**
3	16.09.2020	*Chapter 4* Ethics and Social Responsibility for Sustainable Marketing **Part 2 Understanding Buyers and Markets** *Chapter 5* Consumer Behaviour
4	23.09.2020	**Quiz #1 Chapters 1 – 4 …………………………………………… 15%** *Chapter 6* Understanding Organizations as Customers *Chapter 7* Reaching Global Markets
5	30.09.2020	**Part 3 Targeting Marketing Opportunities** *Chapter 8* Marketing Research: From Information to Action *Chapter 9* Market Segmentation, Targeting, and Positioning *Chapter 17* Advertising, Sales Promotion, and Public Relations **Lifestyle Advertising Assignment due 14.10.2020……………** *10%*
6	07.10.2020	**Quiz #2 Chapters 5 – 8 …………………………………………… 15%** **Part 4 Satisfying Marketing Opportunities** *Chapter 10* Developing New Products and Services *Chapter 11* Managing Products and Brands
7	14.10.2020	*Chapter 12* Managing Services *Chapter 13* Pricing Products and Services **Lifestyle Advertising Assignment due today**
8	21.10.2020	**Quiz #3 Chapters 9 – 12 …………………………………………… 15%** *Chapter 14* Managing Marketing Channels and Supply Chains *Chapter 15* Retailing

9	28.10.2020	*Chapter 16* Integrated Marketing Communications and Direct Marketing
10	04.11.2020	**Quiz #4 Chapters 13 – 16 ……………………………………… 15%** *Chapter 18* Personal Selling and Sales Management
11	11.11.2020	No Classes **Remembrance Day**
12	18.11.2020	**Part 5 Managing the Marketing Process** *Chapter 19* Pulling It All Together: The Strategic Marketing Process *Chapter 20* Social Media Marketing to Connect with Consumers
13	25.11.2020	**Quiz #5 Chapters 17 – 20 ……………………………………… 15%**
14	02.12.2020	**Battle of the Brands due 02.12.2020………………………………15%**
15	09.12.2020	

Please Note:
Date and time allotted to each topic is subject to change.

Required Skills & Abilities
Enrolment in the Business Administration program and courses, requires the following skills and abilities:

Behavioural
· Ability to work independently or as a member of a group or team
· Engage with self and others to create a safe environment.
· Respond appropriately in situations that are stressful or that involve conflict
· Ability to listen and follow instructions
· Ability to manage time and meet deadlines

Cognitive
· Remember and recall information over a brief period of time.
· Remember and recall information over an extended period of time.

Environmental Ability
To function in the presence of each of the following commonly encountered and unavoidable environmental factors:
  · distractions
  · noise
  · unpredictable behaviour of others

Psychomotor
· perform repetitive movements and tasks
· perform complex sequences of hand-eye coordination

Technical
· Ability to use a desktop/laptop computer
· Ability to navigate the college's online Learning Management System (Moodle) and other publisher specific LMS.

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](). The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. 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). 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 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; and
- 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 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 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 may not be graded until you show this signed certificate.

Specialized Supports

The Student Services department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano College. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented differently this semester by being provided mostly virtually. In-person service can be requested as needed. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The Library has evening and weekend hours. Please check [keyano.ca/library]() for current hours.

Accessibility Services: provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility services supports and to book a virtual appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Academic Success Coaching: offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during virtual service delivery.

Wellness Services: 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. All individual appointments will continue virtually.

Wellness Services welcomes students to participate in any of the virtual group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual virtual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research and information supports as they engage in their studies. Library staff are available to support you both virtually and in person during the fall semester. For library service supports and inquiries, please email askthelibrary@keyano.ca.

Individual support with the Information Librarian will be provided virtually. Appointments can be requested by email or by placing a Book a Librarian request using the online form found here.

Research and Subject Guides are helpful resources when conducting research or addressing your information needs. To view a subject or course specific guide, use the following Subject Guides link

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the Research Help Library page.

Skill Centre: provides academic support services to students registered in credit programs at Keyano College in the form of tutoring, writing support groups, facilitated study groups, workshops and study space. Tutoring services are **free** to Keyano students. Tutoring is available for Math, Writing, English, and Science subject areas.

While most courses are being offered online, the Skill Center will be offering mostly virtual tutoring services and in-person sessions as requested. Please email Skill.centre@keyano.ca to get in contact with our tutoring staff.

For the most up to date information on how to book a tutoring session, please view the Keyano Skill Centre homepage.

E-Learning
Technology and internet will impact your online learning experience. It's important that you are able to watch an online video and other course materials, take online quizzes, and participant in a live class with your instructor and other students.

Keyano College operates in a Windows based environment and having the correct tools for online learning is important. Here's a list of recommended system requirements for Fall 2020.

Internet Speed
Minimum Internet speeds of 5 Mbps.
Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).
Check your internet speed with Fast.com.

System requirements:

Microsoft Windows	Apple
Minimum Requirements: A Windows 10 **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software	**Minimum Requirements:** A Macintosh (V10.14 and above) **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software.
Recommended Requirements · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.	**Recommended Requirements** · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.
Chromebooks are **not** recommended as they are not compatible with testing lockdown browsers. A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.	

Specific department requirements:
Business and OA programs require Windows 10.
Other programs may utilize Windows based tools as well.
Computer Software
Students will be able to get access to Microsoft Office 365 for Free using Keyano Credentials by
clicking here.

Recording of lectures and Intellectual Property
Students may only record a lecture if explicit permission is provided by the instructor or by
Accessibility Services. Even if students have permission to record a lecture or lecture materials,
students may not publish any of the lectures or lecture materials, this includes any recordings, slides,
instructor notes, etc. on any platform. Thus no student is allowed to publish or sell instructor notes
without formal written permission. It is important to recognize that the Canadian Copyright Act contains
provisions for intellectual property.

ITS Helpdesk
If you are having issues with your student account, you can contact the ITS Helpdesk by emailing
its.helpdesk@keyano.ca or calling 780-791-4965.