

BUS 239 INTS – Introduction to Marketing

3 credits, 4 hours per week

Course Description

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

Gerri Rondot

S113E

780-791-4978

Gerri.Rondot@keyano.ca

Office Hours

Available upon request

Hours of Instruction

HyFlex

Required Resources

Marketing – The Core 6th Cdn Ed. Kerrin, Hartley, et al. McGraw Hill Education. ISBN # 978-1-26-032694-9.

Course Outcomes

Upon successful completion of the 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

| | |
|---------------------|-----|
| Test 1 | 25% |
| Test 2 | 25% |
| Test 3 | 25% |
| Group Project | 25% |

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 | 60 – 63.9 |
| Poor | D+ | 1.3 | 57 – 59.9 |
| Minimum Pass | D | 1.0 | 50 – 56.9 |
| Failure | F | 0.0 | < 50 |

Proposed Schedule of Topics

1. Chapter 1: Marketing Fundamentals
2. Chapter 2: The Marketing Environment
3. Chapter 3: Consumer Behaviour
4. Chapter 4: Market Research
5. Chapter 5: B2B Marketing
6. Chapter 6: Segmentation, Targeting, and Positioning
7. Chapter 7: Products and Brands

8. Chapter 8: New Product Development
9. Chapter 9: Pricing
10. Chapter 10: Managing Marketing Channels and Supply Chain
11. Chapter 11: Retailing and Wholesaling
12. Chapter 12: Outbound Marketing Communications
13. Chapter 13: Inbound Marketing Communications
14. Chapter 14: Customer Relationship Management
15. Chapter 15: Strategic Marketing Planning

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

Performance Requirements and Student Services

Student Responsibilities

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the Withdraw Course or Program or a Change of Registration form. Please refer to the important dates listed in the Academic Schedule in the [Keyano College credit calendar](#). The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

Student Attendance

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

Academic Misconduct

Students are considered responsible adults and should adhere to the principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their 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,
- Submitting unchanged work 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. To ensure your understanding of plagiarism, you may be required to complete the online [Understanding Plagiarism tutorial](#) and submit the certificate of completion.

Online Learning

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your [Keyano username and password](#). Keyano College operates in a Windows-based environment and having access to the correct tools for online learning is essential. Here's a list of recommended system requirements.

Internet Speed

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with [Speedtest by Ookla](#).

Computer System Requirements

| Microsoft Windows | Apple (Mac) |
|---|---|
| <p>Minimum Requirements:</p> <ol style="list-style-type: none"> Windows 10 Operating System or above 4GB of RAM 10GB available hard drive storage space <ol style="list-style-type: none"> Install the Microsoft Office 365 suite (~3GB) * Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.) Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly. <p>*Microsoft Office 365 is free to Keyano students.</p> | <p>Minimum Requirements:</p> <ol style="list-style-type: none"> Mac Operating System 10.14 (Monterey) or above 4GB of RAM 10GB available hard drive storage space <ol style="list-style-type: none"> Install the Microsoft Office 365 suite (~3GB) * Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.) Mac has built-in anti-virus/malware software. It is important to install system updates to keep your device secured regularly. <p>*Microsoft office 365 is free to Keyano students.</p> |
| <p>Recommended Upgrades</p> <ul style="list-style-type: none"> 8GB of RAM Regularly back up or synchronize your files, locally or with a cloud-based storage option. <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p> | <p>Recommended Upgrades</p> <ul style="list-style-type: none"> 8GB of RAM Regularly back up or synchronize your files locally or with a cloud-based storage option. <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p> |
| <p>Tablets, iPads, and Chromebooks are not recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.</p> | |

Specific Department Requirements

Business and OA programs require Windows 10. Other programs may utilize Windows-based tools as well.

Computer Software

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials; this includes any recordings, slides, instructor notes, etc., on any platform. Thus, no student is allowed to share, distribute, publish or sell course-related content without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

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

COVID-19 We are subject to provincial, and municipal bylaws, and policies. These decisions may change pending further direction from the Alberta Chief Medical Officer, Alberta Health Services, and other provincial guidelines. To protect yourself and others, get immunized, wash your hands, wear a mask, keep your distance (2m/6 ft) and remain home when feeling unwell. For the most recent COVID-19 information, please refer to albertahealthservices.ca/COVID.

Specialized Supports The Student Services Department is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

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

Accessibility Services also provides individual and group learning strategy instruction for all students and technology training and support to enhance learning. You can meet with an Access Strategist to learn studying and test-taking strategies. In addition, you can schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing: accessibility.services@keyano.ca

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 provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing wellness.services@keyano.ca.

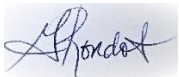
Library Services: provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to help you online and in person throughout the semester. Librarians offer individual and small group appointments booked using the online [Book A Librarian calendar](#). The Library also provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online [Subject Guides](#). To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the [Research Help page](#). The Library's collections (including print and online materials) are searchable using [OneSearch](#). The Library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the Library's [Loanable Technology webpage](#). For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or [chat with us online](#).

Academic Success Centre: The Academic Success Centre at Keyano College (CC-119) provides **free** academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and study space. Academic Content Specialists are available in Mathematics, Science, Trades, Power Engineering, Upgrading/College Prep, Human Services, English, Humanities, and more. Students are encouraged to visit the Academic Success Centre to discuss study strategies and academic concerns. For additional information, please email Academic.Success@keyano.ca.

Academic Success Coach: The Academic Success Coach is located in the Academic Success Centre and works with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email Academic.Success@keyano.ca.

Authorization

This course outline has been reviewed and approved by the Program Chair.



Gerri Rondot, Instructor

Nermin Zukic, Chair

Date Authorized

Sandra Efu, Dean

Date Authorized

Signed copies to be delivered to:
Instructor
Registrar's Office