

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 17:30 – 18:30
Wednesday 16:30 – 18:30
Thursday 13:00 – 15:00
Before and after class or by appointment

Hours of Instruction

Wednesdays 18:30 – 21:30

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 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	25%	
Lifestyle Advertising Assignment	10%	
Research Projects – Poster	15%	
Research Project – Outline	0%	19.09.2018
Research Project – Draft.....	1%	26.09.2018
Research Project – Final submission.....	9%	19.11.2018
Research Project – Presentation.....	5%	03.12.2018
Final Exam	30%	
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 Progression	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	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.

Proposed Schedule of Topics

WEEK	Week of	TOPIC
1	05.09.2018	Part 1 Initiating the Marketing Process <i>Chapter 1</i> Creating Customer Value, Relationships, and Experiences Through Marketing
2	10.09.2018	<i>Chapter 2</i> Developing Successful Marketing Strategies <i>Appendix A:</i> Creating an Effective Marketing Plan <i>Chapter 3</i> Scanning the Marketing Environment
3	17.09.2018	Research Project – Outline..... 0% <i>Chapter 4</i> Ethics and Social Responsibility for Sustainable Marketing Part 2 Understanding Buyers and Markets <i>Chapter 5</i> Consumer Behaviour
4	24.09.2018	Research Project – Draft.....1% <i>Chapter 6</i> Understanding Organizations as Customers <i>Chapter 7</i> Reaching Global Markets
5	01.10.2018	Midterm Examination I 20%
6	09.10.2018	Part 3 Targeting Marketing Opportunities <i>Chapter 8</i> Marketing Research: From Information to Action <i>Chapter 9</i> Market Segmentation, Targeting, and Positioning
7	15.10.2018	Part 4 Satisfying Marketing Opportunities <i>Chapter 10</i> Developing New Products and Services <i>Chapter 11</i> Managing Products and Brands
8	22.10.2018	<i>Chapter 12</i> Managing Services <i>Chapter 13</i> Pricing Products and Services <i>Appendix B:</i> Financial Aspects of Marketing
9	29.10.2018	Midterm Examination II 25%
10	05.11.2018	<i>Chapter 14</i> Managing Marketing Channels and Supply Chains <i>Chapter 15</i> Retailing
11	13.11.2018	<i>Chapter 16</i> Integrated Marketing Communications and Direct Marketing <i>Chapter 17</i> Advertising, Sales Promotion, and Public Relations <i>Chapter 18</i> Personal Selling and Sales Management
12	19.11.2018	Research Project – Final submission..... 9%
13	26.11.2018	Part 5 Managing the Marketing Process <i>Chapter 19</i> Pulling It All Together: The Strategic Marketing Process <i>Chapter 20</i> Using Social Media and Mobile Marketing to Connect with Consumers
14	03.12.2018	Research Project – Presentation..... 5%
15	10.12.2018	Final Comprehensive Examination.....30%

Please Note:

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

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 particular exercise a color ad would be preferable) 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. In a paragraph, provide a critique “of your” ad. (Description of target market, fit within the medium, placement, and special features should be included).

Category	Max	Mark
colour ad included	10	
the medium listed	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	

Research Poster

What is a Research Poster?

Posters are widely used in the academic community, and most conferences include poster presentations in their program. Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

The poster is usually a mixture of a brief text mixed with tables, graphs, pictures, and other presentation formats. At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

What makes a good poster?

- Important information should be readable from about 10 feet away
- Title is short and draws interest
- Word count of about 300 to 800 words
- Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- Effective use of graphics, color and fonts
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation

Answer these three questions:

1. What is the most important/interesting/astounding finding from my research project?

2. How can I visually share my research with viewers? Should I use charts, graphs, photos, images?
3. What kind of information can I convey during my talk that will complement my poster?

What software can I use to make a poster?

PowerPoint: A popular, easy-to-use option. It is part of Microsoft Office package and is available on all computers at Keyano

Adobe Illustrator, Photoshop and InDesign: Feature-rich professional software that is good for posters including lots of high-resolution images, but they are more complex and expensive.

Open Source Alternatives: OpenOffice is the free alternative to MS Office (Impress is its PowerPoint alternative). Inkscape and Gimp are alternatives to Adobe products. For charts and diagrams try Gliffy or Lovely Charts. A complete list of free graphics software.

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

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.