

ABEN 106I – 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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587-229-2111

Office Hours

Office hours are flexible. Email or text your instructor to arrange a telephone/online meeting time.

Required Resources

Textbook title, Good, W., & Mayhew, W. (2014). *Building Your Dream 9th Edition*. Canada: McGraw-Hill Ryerson Ltd. Canada. ISBN-13:978-0-07-133888-2

Other supplies Computer with internet connection, headset with microphone.

Course Outcomes

Upon successful completion of this course, students 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%
4	Quiz 1 (10%) Quiz 2 (5%) Quiz 3 (5%)	20%
	Online Activities (Discussion forums, web meetings and activities)	15%
	Total	100%

Assignments

All assignments must be submitted electronically through Moodle.

Assignment Due Dates

Each assignment is due on the date assigned in Moodle. Students should 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

Module One - Introduction to Marketing
Module Two - Developing a Marketing Plan
Module Three - Marketing Plan

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.

Specialized Supports**Counselling and Disability 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.

Authorization

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

Tami Kane, Instructor

Lisa Turner, Chair

Date Authorized

Vincella Thompson, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office