

BUS 239A, Marketing

3 Credits, 16 weeks, 4 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.

Tuesday, 12:00 – 1:50 PM, Clearwater Building, Room 228

Thursday, 3:00 – 4:50 PM, Clearwater Building, Room 273

Instructor

Jason Schulz
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Office hours

Tuesday, 2:00 – 2:50 PM
Wednesday, 2:00 – 2:50 PM, 5:00 – 5:50 PM
Thursday, 9:00 – 9:50 AM, 12:00 – 12:50 PM

Required Resources

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

Course Outcomes

Upon completion of the course the student should be able to:

- Leverage the 4 Ps to design a Marketing Strategy for a new product.
- Conduct a SWOT Analysis.
- Conduct a PEST Analysis.
- Apply the BCG Grid to determine the current quadrant for a given product.
- Discuss the advantages and disadvantages of different advertising mediums and choose the best fit for a given situation.
- Choose and apply product pricing strategies that would work well in times of economic uncertainty.
- Explain the differences between each of the four stages in the Product Life Cycle (PLC) and identify advertising strategies that may be successful in each stage.
- Develop a comprehensive Marketing Plan to promote a new product within the Canadian Marketplace.

Evaluation

Written Cases (2 @ 12.5%)	25%
Group Presentation	20%
Mid-Term Examination	25%
Final Examination	<u>30%</u>
Final Class Mark	<u>100%</u>

The minimum standard for passing this course is a grade of 50%.

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
Min Pass	D	1.0	50 - 56.9
Failure	F	0.0	< 50

Performance Requirements

- **ATTENDANCE:** Students will lose 2% from their final class mark for every class missed (to a maximum of 10%); however, each student is entitled to one absence without penalty.
- **WRITTEN CASES:** Working in groups (**max. three students**), students will prepare two written case reports. Details regarding these assignments will be provided in class. **This project must be completed as a group.**
- **GROUP PROJECT** The purpose of the group project is for you to apply many of the concepts introduced in this course. You will prepare a *Marketing Plan* for a product that will be available in Canada for the first time. You will use your creativity and present this the class.
 - The group project will follow the format of a presentation to senior managers and potential investors in which you overview your marketing plan and present a clear argument as to why your plan should be accepted. This report will include active participation of all teams members and will be no longer than 15 minutes. In addition, you should be prepared to respond to questions from the class, but the Q&A session is not included in the 15 minute time limit. Potential topics will be distributed to groups by the end of the first month of class. Only one group may select any given topic. Groups may consist of a maximum of four (4) students. **This project must be completed as a group.**

- **EXAMINATIONS:** Over the course of the semester you will write two examinations. The purpose of these exams is to assess your knowledge of the breadth of material in this course. The Mid-Term Examination will consist of multiple-choice and true/false questions. You will be given one class period to complete it. The Final Examination will follow the same format as the mid-term exam, but will consist of course materials following the midterm. **If a student fails the final exam they will fail the course. However, students are entitled to a re-write pertaining they have a minimum 50% weighted average between the midterm and the final exams.**
- Students will refrain from using mobile devices in class. Students who choose to do so during class will be asked to leave.

Proposed Schedule

WEEK	WEEK OF	TOPIC	CHAPTERS / SECTIONS
1	Sept. 3	Introduction to Marketing	Chapter 1
2	Sept. 10	Strategic Planning Ethics and the Marketing Environment	Chapters 2 & 3
3	Sept. 17	Consumer Decision Making Business Marketing Case #1 Instructions	Chapters 4 & 5
4	Sept. 24	Segmentation & Targeting Markets	Chapters 6
5	Oct. 1	Mid-Term Exam: October 4, 2012	
6	Oct. 8	Product Concepts	Chapter 8
7	Oct. 15	Developing & Managing Products Case #1 Due - Oct. 18, 2012	Chapter 9
8	Oct. 22	Marketing Channels Case #2 Instructions	Chapter 11
9	Oct. 29	IMC	Chapter 13
10	Nov. 5	Advertising and Public Relations	Chapter 14
11	Nov. 12	Sales Promotion and Personal Selling	Chapter 15
12	Nov. 19	Pricing Concepts Case #2 Due: Nov. 22, 2012	Chapter 16
13	Nov. 26	Setting the Right Price	Chapter 17
14	Dec. 3	Marketing Plan Presentations	Chapter 18
15	Dec 10	Final Exam - TBA	
16	Dec 17	Final Exam - TBA	

Authorization

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

Jason Schulz, Instructor

Gina Langager, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Instructor
Registrar's Office