

## **BUS 239B, Marketing**

*3 Credits, 16 weeks, 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**

Gerri Rondot  
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780-791-4978  
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### **Hours of Instruction**

*Tuesday, 10:00 – 11:50 AM, Clearwater Building, Room 273*  
*Thursday, 11:00 – 12:50 PM, Clearwater Building, Room 224*

### **Office hours**

Monday 5:00 pm – 6:20 pm  
Tuesday 9:00 am – 9:50 am, 5:00 pm – 6:20 pm  
Thursday 10:00 am – 10:50 am

### **Required Resources**

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

### **Course Outcomes**

Upon successful completion of this course, you will be able to:

1. Explain the role of marketing in meeting the needs and wants of customers

The following concepts, skills, and issues are used to support this Outcome:

- 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.

The following concepts, skills, and issues are used to support this Outcome:

- 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.

The following concepts, skills, and issues are used to support this Outcome:

- 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.

The following concepts, skills, and issues are used to support this Outcome:

- 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

Attendance	5%
Written Cases (2 @ 10%)	20%
Group Presentation	20%
Examinations (2 @ 12.5%)	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	C+	2.3	67 - 69.9
	C	2.0	64 - 66.9
	<b>Progression</b>	C-	1.7
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 5%); however, each student is entitled to one absence without penalty. Students who miss three (3) or more classes will receive a grade of 0% for the Attendance component of the course. Students who arrive after the initial 10 minutes of class or leave before the class is completed will be marked absent in the process.
- **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 (maximum three students)**. All assignments are to be submitted at the beginning of the class indicated. Late assignments will receive a score of 0%.
- **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 to 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 team 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 Examinations will consist of multiple-choice and true/false questions. You will be given one class period to complete each. The Final Examination will follow the same format as the mid-term exam, but will consist of course materials following the midterm exam. **Students who fail to write exams during the scheduled time will receive a score of 0%. Unforeseen events can be accommodated with relevant documentation to support the claim.**
- **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. 1	Introduction to Marketing	Chapter 1
2	Sept. 8	Strategic Planning Ethics and the Marketing Environment <b>Case #1 Instructions</b>	Chapters 2 & 3
3	Sept. 15	Consumer Decision Making Business Marketing	Chapters 4 & 5
4	Sept. 22	Segmentation & Targeting Markets	Chapters 6
5	Sept. 29	<b>Exam #1 (CH 1-5), Oct. 2</b>	
6	Oct. 6	Product Concepts	Chapter 8
7	Oct. 13	Developing & Managing Products <b>Case #1 Due: Oct. 16</b> <b>Case #2 Instructions</b>	Chapter 9
8	Oct. 20	Marketing Channels and SCM	Chapter 11
9	Oct. 27	IMC	Chapter 13
10	Nov. 3	Advertising and Public Relations <b>Exam #2 (Ch 6, 8, 9, 11 &amp; 13), Nov. 6</b>	Chapter 14
11	Nov. 10	Advertising and Public Relations Sales Promotion and Personal Selling	Chapter 15
12	Nov. 17	Pricing Concepts <b>Case #2 Due: Nov 20</b>	Chapter 16
13	Nov. 24	Setting the Right Price	Chapter 17
14	Dec. 1	Marketing Plan Presentations	Chapter 18
15	Dec. 8	<b>Final Exam Period - TBA</b>	
16	Dec. 15	<b>Final Exam Period - TBA</b>	

**Authorization**

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

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Gerri Rondot, Instructor

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Gina Langager, Chair

Date Authorized

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Guy Harmer, Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor  
Registrar's Office