

BUS 239 B, Marketing

3 Credits, 16 weeks, 4 hours

Official 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.

Prerequisites and/or co-requisites - None

Instructor

Gerri Rondot
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Office hours

Monday, 5:00 pm – 6:20 pm
Tuesday, 5:00 pm – 6:20 pm
Wednesday, Noon – 12:50 pm
Thursday, 5:00 pm – 6:20 pm

Hours of Instruction

Monday, 3:00 pm – 4:50 pm
Wednesday, 1:00 pm – 2:50 pm

Required Resources

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

Course Outcomes

Upon successful completion of this course, students 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 & Participation | 20% |
| In-Class Assignments | 15% |
| Test 1 & 2 (20% each) | 40% |
| Final Exam – Cumulative | <u>25%</u> |
| Final Class Mark | <u>100%</u> |

A grade of C- is required for progression or transfer.

In-Class Assignments

Each week, we will be working on an integrated case in order to apply learning to real-world examples of marketing situations. You will be asked to read, analyze, interpret and recommend alternative courses of action that the management team should take in order to achieve maximum success corporately. This requires the student to use their learning from other related disciplines such as marketing, finance, accounting, and human resources. These case assignments give the students the opportunity to make strategic business decisions in a safe learning community. Cases will be assigned either individually and in groups depending on the topic.

Grading System

| Descriptor | Alpha Grade | 4.0 Scale | Percent | Rubric for Letter Grades |
|------------------------------------|-------------|-----------|-----------|--|
| Excellent | A+ | 4.0 | > 92.9 | Work shows in-depth and critical analysis, well developed ideas, creativity, excellent writing, clarity and proper format. |
| | A | 4.0 | 85 – 92.9 | |
| | A- | 3.7 | 80 – 84.9 | |
| Good | B+ | 3.3 | 77 – 79.9 | Work is generally of high quality, well developed, well written, has clarity, and uses proper format. |
| | B | 3.0 | 74 – 76.9 | |
| | B- | 2.7 | 70 – 73.9 | |
| Satisfactory Progression | C+ | 2.3 | 67 – 69.9 | Work has some developed ideas but needs more attention to clarity, style and formatting. |
| | C | 2.0 | 64 – 66.9 | |
| | C- | 1.7 | 60 – 63.9 | |
| Poor Minimum Pass | D+ | 1.3 | 55 – 59.9 | Work is completed in a general way with minimal support, or is poorly written or did not use proper format. |
| | D | 1.0 | 50 – 54.9 | |
| Failure | F | 0.0 | < 50 | Responses fail to demonstrate appropriate understanding or are fundamentally incomplete. |

Please Note:

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

Performance Requirements**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. 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). 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 2015-2016 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.

Gerri Rondot, Instructor

Gina Jackson, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Gerri Rondot, Instructor
Registrar's Office

| WEEK | TOPIC | CHAPTERS / SECTIONS |
|------|--|--------------------------|
| 1 | Introduction to Marketing | Chapter 1 |
| 2 | Strategic Planning Ethics and the Marketing Environment | Chapters 2 & 3 |
| 3 | Consumer Decision Making Business Marketing | Chapters 4 & 5 |
| 4 | Segmentation & Targeting Markets | Chapters 6 |
| 5 | Exam #1 (CH 1-6) | |
| 6 | Marketing Research | Chapter 7 |
| 7 | Product Concepts | Chapter 8 |
| 8 | Developing & Managing Products | Chapter 9 |
| 9 | Marketing Channels and SCM | Chapter 11 |
| 10 | Retailing Integrated Marketing Communications | Chapter 12 Chapter 13 |
| 11 | Exam #2 (CH 7 - 12) | |
| 12 | Advertising and Public Relations Sales Promotion and Personal Selling | Chapter 14 & 15 |
| 13 | Pricing Concepts Setting the Right Price | Chapter 16 Chapter 17 |
| 14 | Customer Relationship Management | Chapter 18 |
| 15 | Marketing on the Web | Chapter 19 |
| 16 | Final Exam (Cumulative with weight on CH 13 - 19) | |