



COURSE OUTLINE

2018/2019

COURSE NAME: Marketing Management

COURSE CODE: MARK4465

COURSE INFORMATION

Course Name	Marketing Management
Course Details	This capstone course focuses on marketing decision making. Marketing managers seek to harmonize the mission, objectives and resources of the firm with the needs and opportunities of the marketplace. This course provides a systematic framework for understanding marketing strategy and tactics. Students will apply marketing planning and decision-making skills using readings, discussions, and case studies.
Course Start/End Dates	2018 Fall Semester Tuesdays & Thursdays Sep 6, 2018 – Thu Dec 6, 2018
Delivery Method	Face-to-face
Day, Time, Location	Tuesday and Thursdays 235 Main

INSTRUCTOR INFORMATION

Name	Gregory KRABES
Office Location	S111F
Contact	gregory.krabes@keyano.ca



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LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	Evaluate industry, market and competitive situations. The following concepts, skills, and issues are used to support this Outcome: <ul style="list-style-type: none"> • Relate the strategic planning process at the corporate and business level to marketing planning. • Analyze internal and external environments. • Apply various metrics and forecasting tools. • Differentiate elements of Customer Relationship Management (CRM). • Evaluate market segments.
2	Critique marketing strategies and tactics. The following concepts, skills, and issues are used to support this Outcome: <ul style="list-style-type: none"> • Distinguish between product-line and branding alternatives. • Contrast leader, challenger, follower, and niche strategies. • Evaluate industry competitiveness and sources of advantage. • Relate strategic and tactical alternatives to the product life cycle. • Evaluate pricing alternatives using quantitative and qualitative measures. • Assess the efficiency and effectiveness of value delivery.
3	Develop a basic marketing plan. The following concepts, skills, and issues are used to support this Outcome: <ul style="list-style-type: none"> • Research and analyze the current situation for subject plan. • Formulate balanced scorecard of objectives. • Compose strategic and tactical action plan. • Prepare forecasts, budgets, and marketing metrics. • Design implementation and controls schedule.

REQUIRED TEXT

Framework for Marketing Management, 6/E

Philip T. Kotler, *Northwestern University*

Kevin Lane Keller, *Dartmouth College*

ISBN-10: 0133871312 • ISBN-13: 9780133871319

©2016 • Pearson • Paper, 360 pp

Published 01/16/2015 •



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STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2 and 3	Discussions, Assignments, Midterms	50%
1, 2 and 3	Case Studies	20%
1, 2 and 3	Marketing Plan	30%
	TOTAL	100%

GRADING PROFILE

Percentage	Letter Grade	Grade Point	Descriptor
90–100	A+	4.0	Outstanding
83–89	A	4.0	
80–82	A-	3.7	Excellent
77–79	B+	3.3	
73–76	B	3.0	
70–72	B-	2.7	Good
67–69	C+	2.3	
63–66	C	2.0	Satisfactory*
60–62	C-	1.7	
55–59	D+	1.3	
50–54	D	1.0	Marginal
0–49	F	0.0	Fail
0	WF	0.0	Withdraw Fail

COURSE COMPLETION REQUIREMENTS



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The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) – term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

STUDENT EQUIPMENT AND SUPPLIES

The JR Shaw School of Business highly recommends our students acquire and make use of a computer (laptop or tablet) in and away from the classroom in order to successfully engage and complete JR Shaw curriculum. Your computer will be used to access key learning resources critical to your success in the program and therefore must be in good working order. It is also important to have a battery with sufficient life to allow for use when a plug-in is not available, as your battery should be able to last throughout your daily schedule/classes. Replacement batteries can often be purchased to improve battery life on an existing computer.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

OTHER DETAILS



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<p>Academic Integrity (Required)</p>	<p>JR Shaw School of Business Plagiarism Policy According to NAIT's Summary of Academic Procedures, the penalty for plagiarism is as follows: When plagiarism is extensive and/or when it is a repeat offence: Recommend expulsion from the program (2-year wait for readmission)</p> <p>When plagiarism is minor and/or when it is the first offence: An automatic "0" on the assignment (at the instructor's discretion, a notation can be made on a student's file for future reference) An automatic "F" in the course (at the instructor's discretion, a notation can be made on a student's file for future reference)</p> <p>Lester Faigley (The Little Penguin Handbook, p.57) defines plagiarism as follows: Missing Attribution: The author of a quotation has not been identified. A lead-in or signal phrase that provides attribution is not used, and no author is identified in the citation. Missing Quotation Marks: Quotation marks do not appear around material directly quoted from a source. Inadequate Citation: No page number is given to show where in the source the quotation, summary, or paraphrase is drawn from. Paraphrase Relies Too Heavily on the Source: Either the wording or sentence structure of a paraphrase follows the source too closely.</p> <p>Distortion of Meaning: A paraphrase or summary distorts the meaning of the source, or a quotation is taken out of context, resulting in a change of meaning. Missing Works Cited/Consulted Entry: The page does not include all the works cited in the paper. Inadequate Citation of Images: A figure or photo appears with no label, number, caption, or citation to indicate the source of the image. If material includes a summary of data from a visual source, no attribution or citation is given for the graph being summarized.</p> <p>Plagiarism applies to published and unpublished works, including another students or group's words or ideas</p>
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	<p>presented as your own. Submitting a work that has been previously submitted—even if you wrote it—is plagiarizing. For your benefit, keep the draft copies of your assignments. Be prepared to produce planning materials used in the preparation of assignments. Keep both an electronic and hard copy of assignments for proof of submission to the instructor. You are responsible for understanding and applying the rules of documentation to all submitted work. Please note that, without exception, the JR Shaw School of Business requires the use of APA documentation.</p> <p>For NAIT's academic integrity regulations please look at the following: http://www.nait.ca/docs/Academic_Regulations(1).pdf</p>
Attendance	<p>Attendance is important in all classes as many marked assignments and discussion will take place during the class period with no alternative assignments available to compensate for missed classes/marks.</p> <p>Late assignments will not be accepted</p>
Other course-specific Information	<p>There are a number of cases that the student will be expected to purchase from the Harvard site using the link provided on Moodle.</p>
Student Engagement Expectations (Optional)	<p>A large part of this course is based on professionalism. Professionalism in all aspects of assignment and attendance. Students are responsible for reading cases prior to their discussion in class. This is no different than homework. Laptops or electronic devices are encouraged to be used for the course at hand. Please refrain from texting and/or leaving classroom for such purposes. NAIT is a learning environment.</p>

PROPOSED SCHEDULE OF TOPICS



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Week	Week of	Topic
1	05.09.2018	INTRODUCTION
2	10.09.2018	I: Understanding Marketing Management 1. Defining Marketing for the New Realities
3	17.09.2018	2. Developing and Implementing Marketing Strategies and Plans 3. Capturing Marketing Insights and Forecasting Demand
4	24.09.2018	II: Connecting with Customers 4. Creating Long-term Loyalty Relationships 5. Analyzing Consumer and Business Markets
5	01.10.2018	III: Building Strong Brands 6. Identifying Market Segments and Targets
6	09.10.2018	08.10.2018 – Thanksgiving 7. Crafting the Brand Positioning 8. Creating Brand Equity and Driving Growth
7	15.10.2018	Midterm Examination I Chapters 1 – 8 16.10.2018
8	22.10.2018	IV: Shaping the Market Offerings 9. Setting Product Strategy and Introducing New Offerings
9	29.10.2018	10. Designing and Managing Services 11. Developing Pricing Strategies and Programs
10	05.11.2018	V: Delivering Value 12. Designing and Managing Integrated Marketing Channels
11	13.11.2018	12.11.2018 – Remembrance 13. Managing Retailing, Wholesaling, and Logistics VI: Communicating Value 14. Designing and Managing Integrated Marketing



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12	19.11.2018	VI: Communicating Value cont... 15. Managing Digital Communications 16. Managing Mass Communications 17. Managing Personal Communications
13	26.11.2018	VII: Managing the Marketing Organization for Long-Term Success 18. Conducting Marketing Responsibly in the Global Economy
14	03.12.2018	Midterm Examination II Chapters 9 – 16 4.12.2018
15	10.12.2018	

MARKETING PLAN

Details: Students will form small groups early in the semester and will pick an organization that is small, in the service industry, or looking to introduce a new product. Students will develop a marketing plan for the new product or for the entire organization. They will prepare a marketing plan report that includes an executive summary, analysis of the current situation, target market analysis and positioning, objectives for the marketing plan, marketing strategy and programs, financial and operational plans, metrics and control.