

**BUS 239 E Introduction to Marketing***3 Credits, 3 hours per week*

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**

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**Office Hours**

|           |   |
|-----------|---|
| Monday    | 9:00 am – 10:20 am<br>5:00 pm – 6:20 pm |
| Wednesday | 9:00 am – 10:20 am<br>5:00 pm – 6:20 pm |

**Hours of Instruction**

Monday 6:30 pm – 9:20 pm

**Required Resources**

Marketing. Frederick Crane, Roger Kerin, Steven Hartley, William Rudelius 10<sup>th</sup> Canadian Edition •  
Online resource, McGraw Hill, ISBN # 9781259272257 • 1259272257

**Learning Outcomes:**

Upon successful completion of this course, the student shall be able to:

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

- 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.**

- 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.**
    - 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.**
    - 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

|                               |            |
|-------------------------------|------------|
| Midterm Examination I .....   | 25%        |
| Midterm Examination II .....  | 25%        |
| Group Research Projects ..... | 20%        |
| Final Exam .....              | <u>30%</u> |
| TOTAL.....                    | 100%       |

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

### 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 |
| <b>Minimum Pass</b> | D                  | 1.0       | 50 – 56.9 |
| Failure             | F                  | 0.0       | < 50      |

**Proposed Schedule of Topics**

| WEEK | TOPIC   |
|------|---|
| 1    | Part 1 Initiating the Marketing Process<br>Chapter 1 Creating Customer Value, Relationships, and Experiences Through Marketing  |
| 2    | Chapter 2 Developing Successful Marketing Strategies<br>Chapter 3 Scanning the Marketing Environment  |
| 3    | Chapter 4 Ethics and Social Responsibility for Sustainable Marketing<br>Part 2 Understanding Buyers and Markets<br>Chapter 5 Consumer Behaviour                                   |
| 4    | Chapter 6 Understanding Organizations as Customers<br>Chapter 7 Reaching Global Markets   |
| 5    | Examination I Ch. 1 – 7 .....25%  |
| 6    | Part 3 Targeting Marketing Opportunities<br>Chapter 8 Marketing Research: From Information to Action<br>Chapter 9 Market Segmentation, Targeting, and Positioning                 |
| 7    | Part 4 Satisfying Marketing Opportunities<br>Chapter 10 Developing New Products and Services<br>Chapter 11 Managing Products and Brands   |
| 8    | Chapter 12 Managing Services<br>Chapter 13 Pricing Products and Services  |
| 9    | Chapter 14 Managing Marketing Channels and Supply Chains  |
| 10   | Examination 2 – Ch. 8 – 14.....25%  |
| 11   | Chapter 15 Retailing<br>Chapter 16 Integrated Marketing Communications and Direct Marketing   |
| 12   | Chapter 17 Advertising, Sales Promotion, and Public Relations<br>Chapter 18 Personal Selling and Sales Management   |
| 13   | Part 5 Managing the Marketing Process<br>Chapter 19 Pulling It All Together: The Strategic Marketing Process<br>Chapter 20 Social Media and M Marketing to Connect with Consumers |
| 14   | Research Project & Presentation..... 20%  |
| 15   | Final Comprehensive Examination.....30%   |

**Required Skills & Abilities**

Enrolment in the Business Administration program and courses, requires the following skills and abilities:

**Behavioural**

- Ability to work independently or as a member of a group or team
- Engage with self and others to create a safe environment.
- Respond appropriately in situations that are stressful or that involve conflict
- Ability to listen and follow instructions
- Ability to manage time and meet deadlines

**Cognitive**

- Remember and recall information over a brief period of time.
- Remember and recall information over an extended period of time.

**Environmental Ability**

- to function in the presence of each of the following commonly encountered and unavoidable environmental factors:
  - distractions
  - noise
  - unpredictable behaviour of others

**Psychomotor**

- perform repetitive movements and tasks
- perform complex sequences of hand-eye coordination

**Technical**

- Ability to use a desktop/laptop computer
- Ability to navigate the college's online Learning Management System(Moodle) and other publisher-specific LMS.

**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.

**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 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.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

### Specialized Supports

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre, Wellness Services and Student Life Department work together to support student success at Keyano College.

**Accessibility Services (CC167)** supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934.

**Skill Centre (CC119)** provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 8:30 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

**Wellness Services (CC260)** offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

**Student Life Department (CC210)** is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

**Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.**