



## DEPARTMENT OF BUSINESS ADMINISTRATION

### COURSE OUTLINE – MK3960 3(3-0-0)UT – MARKETING PRINCIPLES

**INSTRUCTOR:** Richard Beeson      **PHONE:** 539-2864 (office)  
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**OFFICE**  
**HOURS:** Monday & Wednesday 13:00 – 14:00 or by appointment

**PREREQUISITE(S)/COREQUISITE:** None

#### **REQUIRED TEXT / RESOURCE MATERIALS:**

Crane, Kerin, Hartley, Rudelius. Marketing, 8th Canadian Edition. USA: McGraw-Hill Ryerson Limited (2011).

#### **CALENDAR DESCRIPTION:**

This introductory course explores what is involved in the practice and management of marketing.

#### **CREDIT/CONTACT HOURS:**

This is a 3 credit course with 3 lecture hours per week. Students are expected to attend all classes.

#### **DELIVERY MODE(S):**

MK 3960 consists of three hours of instruction weekly. The instructional approaches used will include lectures, case studies, videos, student presentations, and class discussions. To facilitate such discussions, students are expected to have completed assigned readings before class. The selected cases are studies of marketing decision-making situations. Readings address the basic concepts of the marketing process while the cases provide students with the opportunity to see how these concepts relate to actual organizational challenges. Students are expected to incorporate issues addressed in the readings to case analysis.

## **OBJECTIVES:**

1. To familiarize students with:
  - a. contemporary marketing, its processes and practices;
  - b. the marketing planning process and how marketing contributes to the achievement of company objectives;
  - c. the behaviour and decision-making processes of consumers and business and industry customers;
  - d. the marketing mix elements ; and
  - e. emerging areas of marketing
2. To provide an opportunity for students to develop and refine their communication skills.

## **TRANSFERABILITY:**

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

## **GRADING CRITERIA:**

The following components will determine the student's final grade:

1. Mid-term Exam I	15%
2. Case Analysis # 1 - (Group)	
- Written	10%
- Presentation	10%
3. Mid-term Exam II	15%
4. Class Participation	10%
5. Mid-term Exam III	15%
6. Final Exam	25%

\*In addition to the graded course assignments, students may be expected to complete various "informal" reading and writing assignments. (e.g. chapter-end questions for discussion) Pop quizzes may be used to give students feedback on their comprehension and retention. Quiz scores may be factored into the Class Participation component of the student's final grade.

## **EXAMINATIONS:**

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts is fair game for exams. The final exam will cover material from the start of the course. More detail on the exams will be provided as the term progresses.

### Case Analyses:

The group assignment will consist of typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 20-30-minute long presentations. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook.

Solutions and recommendations are to conclude the analysis. Group presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation.

Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a hand-in analysis (typed, 8-page maximum double-spaced) of a specified case.

**Attendance and Participation:**

Student attendance and participation are critical to the success of this course. Students are responsible for obtaining any notes or handouts missed due to an absence.

**STUDENT RESPONSIBILITIES:**

**STATEMENT ON PLAGIARISM AND CHEATING:**

Please refer to pages 49-50 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

**Fall 2011**

(\*May be revised as required)

<b>Date</b>	<b>Week</b>	<b>Topics</b>	<b>Reading</b>
<b>INITIATING THE MARKETING PROCESS</b>			
Sept. 08	1	Course Introduction	
Sept. 13	2	Customer Value, Satisfaction, Relationships & Experiences	Ch. 1
Sept. 15	2	Developing Successful Marketing Strategies	Ch. 2
Sept. 20	3	Scanning the Marketing Environment	Ch. 3
Sept. 22	3	Ethics and Social Responsibility in Marketing.	Ch.4
<b>UNDERSTANDING BUYERS AND MARKETS</b>			
Sept. 27	4	Consumer Behaviour	Ch. 5
Sept. 29	4	Organizational Markets and Buyer Behaviour.	Ch. 6
Oct. 04	5	Reaching Global Markets	Ch. 7
Oct. 06	5	Discussion	
Oct. 10	7	Thanksgiving	
Oct. 11	6	Midterm Exam	
<b>TARGETING MARKETING OPPORTUNITIES</b>			
Oct. 13	6	Marketing Research: From Information to Action	Ch. 8
Oct. 18	7	Market Segmentation, Targeting and Positioning	Ch. 9
<b>SATISFYING MARKETING OPPORTUNITIES</b>			
Oct. 20	7	Developing New Products and Services	Ch. 10
Oct. 25	8	Managing Products and Brands	Ch. 11
Oct. 27	8	Managing Services	Ch. 12
Nov. 01	9	Pricing Products and Services	Ch. 13

Nov. 03	9	Managing Marketing Channels and Supply Chains	Ch. 14
Nov. 08	10	Discussion	
Nov. 10	10	Midterm Exam	
Nov. 11	11	Remembrance Day	
Nov. 15	11	Retailing	Ch. 15
Nov. 17	12	Integrated Marketing Communications and Direct Marketing	Ch. 16
Nov. 22	12	Advertising, Sales Promotion, and Public Relations	Ch. 17
Nov. 24	13	Personal Selling and Sales Management	Ch. 18
Nov. 29	13	Pulling It All Together: The Strategic Marketing Process	Ch. 19
Dec. 01	14	Discussion	
Dec. 05	14	Midterm Exam	
Dec. 08	15	Cases	
Dec. 9		Last day of classes	
Dec. 12-21		Final Exams	

### LAST BUT NOT LEAST

- \* hand-in assignments are to be typed unless otherwise specified
- \* hand-in assignments are due at the beginning of class on the due date
- \* classes start promptly
- \* if you feel you have a valid reason for an extension, please request it well in advance
- \* unauthorized late assignments, if accepted, will have a 25% per day late penalty
- \* enter into discussions and exercises
- \* avoid private conversations when someone else has the floor
- \* ask questions to make sure you understand