



BUS 280 Marketing (3)
Fall 2004
Instructor: Sean Quinn

Contacting the Instructor

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Class Times: Tuesday/Thursday 1:00–2:15 **Home Phone:** 244-1012

Class Location: Classroom # 801

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Office Hours: Wednesday 1:00 – 3:45

Thursday 9:45 – 11:00

Also available by appointment

Course Description

This course introduces the fundamental concepts and principles of marketing including topics such as analysis of customer behaviour, market segmentation and trend analysis. The 4 P's (Product, Price, Promotion and Place) in the marketing mix will be introduced and various marketing strategies catering to different industries will also be examined by means of case study.

Prerequisite: BUS 100

Course Objectives

Learning Outcomes:

- Achieve a sound understanding of the basic theories, principles and concepts that encompass Marketing
- Critically analyse marketing media on the grounds of effectiveness and ethical standards
- Understand the dynamics involved in managing the marketing mix
- Understand the process involved in creating a marketing plan
- Practice skills for more effective communication and interaction with others
- See business as one of many possibilities for ministry

Required Texts

Marketing, 5th Canadian Edition, Authors: Berkowitz, Crane, Kerin, Harley, Rudelius
Publisher: McGraw – Hill

Sublimmental Reading:

The Globe and Mail

Harvard Business Review as assigned by the professor

Course Schedule

1. September 9:
 - a. Lecture: Ethics and Social Responsibility in Marketing **Chapter 4**
2. September 14:
 - a. Lecture: What is marketing? **Chapter 1**
 - b. Case Study: RollerBlade, Inc.
 - c. Review HBR Case study: “Keeping to the Fairway”
 - d. Review – HBR Article # F0302C “Ethical Decision Tree”
3. September 16:
 - a. Lecture: **Chapter 3** Scanning the Marketing environment
 - b. Lecture: Strategic Marketing Process *Planning Phase: Step 1- SWOT Analysis*
 - c. **SMED Presentation: Group # A – (20 minutes)**
4. September 21:
 - a. SMED Falkridge Site visit Corporate Marketing Strategy
5. September 23:
 - a. Lecture: Review SMED Tour
 - b. Review the SWOT from Sept. 16 class
6. September 30:
 - a. Lecture: Promotion Chapter 18, 19
7. October 5:
 - a. Lecture: Product (part of the 4 P’s) Chapter 10
8. October 7:
 - a. Guest Lecture: Brian Vos Branding chapter 11 Managing products
9. October 19:
 - a. Guest Lecture: Jeff Adams
10. October 21:
 - a. Lecture: Price *Chapters 13,14*,
 - b. *HBR Case Study*
11. November 2:
 - a. Lecture: Case Study
12. November 4:
 - a. Guest Lecture: Wayne Connelly Personal selling and Sales Management Chapter 20
13. November 9:
 - a. Lecture: Chapter 22
14. November 16:
 - a. Lecture: Place Chapter 15,16,
15. November 18:
 - a. Major Group Presentations
16. November 23:
 - a. GAMAR Simulation
17. November 25:
 - a. Guest lecture - Bruce Piercey - Business as Mission (Case study)
18. November 30:
 - a. Lecture: Chapter 17 Retailing

19. December 2:
 - a. SCM Group Presentation (20 minutes)
 - b. Krispy Krème Presentation - (20 minutes)
 - c. Wal-Mart – (20 Minutes) - BUS 310 presentation
20. December 7:
 - a. Site Tours 9:00 start time
 - b. SCM– Wal-Mart distribution center *this is a combination class (BUS 310)*
 - c. Krispy Krème site visit - *this is a combination class (BUS 310)*
 - d.
 - e. Lecture:
 - f. Review SCM Tour:
 - g. Review KK tour:

Course Requirements and Course Grade

Instructions for all course assignments will be handed out in class throughout the semester.

Individual Assignments	Grade	Date
Smed SWOT analysis	7%	October 1, 2004
HBR pricing assignment 2004	7%	October 21,
Print ad critique	7%	Nov, 4, 2004
Group Assignments		
Company presentations (SMED, KK, SCM) (2*7%=14%) schedule		Refer to class
Major Marketing paper 2004	21%	November 18,
Major Marketing presentation 2004	7%	November 18,
GAMAR presentation	14%	November 23, 2004
Final exam	21%	(Exam Week)
Class Participation	7%	

The instruction style used for this course will be an interactive approach. For this reason, class participation is a critical component of this course. A large component of the course is based on participative learning. For example, there are numerous **group** and individual class room **presentations, case study discussions and simulations** that take place during the course. All of these situations work best or at all with a minimum number of participants. Due to the small number of students it is imperative that you **attend** each class in order for yourself and the other classmates to gain the most from the interaction over the semester. If you are required to be away for a class, please notify the professor prior to class time so that any necessary adjustments can be made.

Class participation includes but is not limited to the following items:

- Completing homework assignments by due date that are required for in class exercises
- Being prepared for and contributing to class discussions and simulations
- Group Presentation Skills and involvement

Quality is given more weighting than quantity!

Important Notes

- It is the responsibility of all students to become familiar with and adhere to all AUC-NUC Academic Policies, which are stated in the current Catalogue.
- Assignments will be returned to students within 3 classes of due date.
- The final exam will not be returned to the students.
- Publication manual of the APA American Psychological Association is traditionally used for business for referencing. It is critical that you reference material. You must distinguish between your own ideas and others in order to avoid the perception of plagerism.