



A M B R O S E

**BUS 280 Marketing  
(3 credit hours)**

**Fall 2008**

**Class Schedules**

Time: Wednesdays & Fridays, 11:15am-12:30pm

Location: Room A2131

**Instructor Information**

Instructor: Jeff Huebner, MBA

Phone: 410-2000 ext. 6915

Email: [JHuebner@ambrose.edu](mailto:JHuebner@ambrose.edu)

Office: Room #2057

Office hours: W/F 10:15-11:15am, W 2:15-3:15pm, Th 11:00-12:00pm

**Course Description & Objectives**

This course introduces the fundamental concepts and principles of marketing including the 4 P's of the marketing mix – product, price, place and promotion. Various topics will be covered such as: branding, strategic planning, analysis of customer behaviour, market segmentation, positioning, social responsibility and ethics. A variety of marketing strategies catering to different industries will be examined by means of case studies.

In addition, students will begin the process of developing their own business and management skills. Key competencies include: critical thinking and problem solving; verbal and written communication skills; research analysis; team work and personal initiative. To help students develop these skills, the course will involve group work, case analysis, presentations and class discussions. In addition to obtaining an understanding of marketing and developing key skills, students will be challenged to think from a Christian perspective as they learn about and apply these business topics.

**Learning Outcomes:**

- Achieve a sound understanding of the basic theories, principles and concepts that encompass Marketing
- Discuss various brand and marketing strategies that firms can employ
- Critically analyze 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
- Improve skills in case study analysis, writing and presentation

Prerequisite: BUS 100

### **Course Text & Materials**

Textbook:

Kotler, Armstrong & Cunningham, *Principles of Marketing*, 7<sup>th</sup> Canadian edition. Pearson Prentice Hall, 2008.

Marian Burk Wood, *The Marketing Plan Handbook*, 3<sup>rd</sup> edition. Pearson Prentice Hall, 2008.

Business Case Study:

TBD

Supplemental Reading:

*Marketing Magazine*

*Advertising Age*

The textbook is available in the bookstore. Instructions will be provided in class on where and how to obtain the case study. In addition to readings, audio visual presentations and guest speakers may also be used occasionally to supplement lectures and course materials.

### **Course Requirements & Evaluation**

Course grading and evaluation will be conducted according to the following elements:

Midterm exam	15%
Final exam	20%
Hand-in assignments:	
Creative brief	5%
Business case study	10%
Marketing plan written report	20%
In-class presentations:	
Marketing plan presentation	10%
Brand & marketing campaign critique	5%
Class participation & discussion	15%

### Examinations:

A mid-term examination will be held in class during October, encompassing topics covered in the first half of the course. Further details will be provided in class. The course will conclude with a final examination covering all topics in the course, with a focus on those presented in the second half since the mid-term exam. The final exam will take place during the exam period in December as

scheduled by the Registrar's Office. Graded final examinations will only be made available for supervised review, at the request of the student.

#### Creative Brief:

A key component in marketing is the ability to communicate the goals, creative direction and desired outcomes of a marketing initiative through a written creative brief. Students will be required to develop a creative brief for a particular sample project. Further details regarding this assignment will be provided in class.

#### Business Case Study:

One of the objectives of the course is for students to improve their skills in the analysis, writing and presentation of business case studies. In order to achieve this, each student will be assigned to a group to write a formal case study report on a particular marketing challenge or business scenario. The report must be brief (5-6 pages maximum in length: 12 point font, 1½ line spacing) while still covering all necessary information, areas of analysis, and applying principles presented in the course. Students will be challenged to write effectively and succinctly, presenting their ideas and recommendations in a style suitable for business executives to read and understand quickly, while being professional and free of grammatical mistakes. Please refer to the document entitled "Making a Compelling Business Case" by Don Wagner, which provides guidance on how to develop business cases.

#### Marketing Plan Report & Class Presentation:

As a key component of the course, students will work in teams to develop a written marketing plan for a sample organization. Using *The Marketing Plan Handbook* by Marian Burk Wood as a reference tool, teams will develop a detailed report that includes elements such as: situational and SWOT analysis, goals and objectives, segmentation and target markets, positioning and strategy, marketing programs, implementation and evaluation. In addition to the written report, students will also develop a presentation (10-15 minutes in length) to deliver in-class that summarizes their analysis and recommendations from the marketing plan. The format for this presentation will typically include PowerPoint or overhead slides along with hand-outs for the group, however, other creative elements such as audio/visual materials, simulations, etc., may also be utilized.

All group members are expected to make significant contributions to their group's effort. The responsibilities of each student are laid out in the document entitled "Group Work in the Business Program". Failure to do so, as evidenced by feedback from fellow group members, may result in a deduction of marks for a particular student below that of the group.

#### Brand & Marketing Campaign Critique:

Towards the end of the term, students will have the opportunity to demonstrate their understanding of effective brand and marketing campaigns by presenting a series of ads or commercials to the class and offering a critical review based on concepts learned in the course. Presentations will be brief (approximately 10

minutes in length), followed by an opportunity for questions, comments or debate from fellow classmates. Critiques should be informative, interesting, and provide a learning experience for the class.

### Class Participation & Discussion:

Another component of your grade is participation during class time. Students are expected to attend all classes, having prepared for class by reading the assigned text chapters ahead of time, and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are essentially the same skills required to participate effectively in the business world. The ability and willingness to speak up in front of others is an important skill for students to develop. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student's individual participation grade.

### **Grading**

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	Good
80% to 84%	B+	
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	Satisfactory
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	Failure

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment or write an exam on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name, ID number and school mailbox number.

## **Important Dates for Registration, Withdrawal, and Course Auditing**

September 26<sup>th</sup>, 2008, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

November 21<sup>st</sup>, 2008, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

## **In-class Use of Electronic Devices**

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. Typically, laptop or notebook computers may be utilized for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. browsing the Internet, emailing, playing videos, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction of 20% of that student's class participation grade. The use of cell phones, PDAs, music players, headphones or any other personal entertainment devices will not be allowed in-class. Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

## **Important Notes**

It is the responsibility of all students to become familiar with and adhere to academic policies of as are stated in the Student Handbook and Academic Calendar.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension." Alternative times for final examinations cannot be scheduled without prior approval. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Ambrose is committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean.

**BUS280**  
**Weekly Reading Schedule**

Date	Class Topic	Text chapters
Sept 17 <sup>th</sup>	Introduction and course overview	
Sept 19 <sup>th</sup>	Marketing: Managing Profitable Customer Relationships	1
Sept 24 <sup>th</sup>	Company and Marketing Strategy	2
Sept 26 <sup>th</sup>	The Marketing Environment	3
Oct 1 <sup>st</sup>	Social Responsibility and Marketing Ethics <i>Assigning of groups for case studies</i>	4
Oct 3 <sup>rd</sup>	Managing Marketing Information <b>Assignment: Creative Brief due</b>	5
Oct 8 <sup>th</sup>	<i>Business case &amp; skills development class:</i> Effectively writing and presenting a business case study	
Oct 10 <sup>th</sup>	Consumer Markets and Buyer Behaviour	6
Oct 15 <sup>th</sup>	Business Markets and Behaviour	7
Oct 17 <sup>th</sup>	Segmentation, Targeting, and Positioning <b>Assignment: Group case study due</b>	8
Oct 22 <sup>nd</sup>	Product, Services, and Branding Strategies <i>Review and discussion of case study assignment</i>	9
Oct 24 <sup>th</sup>	New-Product Development and Life-Cycle Strategies <i>Review for mid-term exam</i>	10
Oct 29 <sup>th</sup>	<b>Mid-term exam</b>	
Oct 31 <sup>st</sup>	<b>Guest Speaker</b> – Wes Campbell, Director, Ambrose Communications & Marketing	
Nov 5 <sup>th</sup>	Pricing <i>Review and discussion of mid-term exam</i>	11
Nov 7 <sup>th</sup>	Distribution Channels and Supply Chain Management	12
Nov 12 <sup>th</sup>	Retailing and Wholesaling	13

Nov 14 <sup>th</sup>	Integrated Marketing Communications Strategy	14
Nov 19 <sup>th</sup>	<b>Off-campus Visit</b> – Tour of local marketing and communications agency	
Nov 21 <sup>st</sup>	Advertising, Sales Promotion, and Public Relations	15
Nov 26 <sup>th</sup>	Personal Selling and Direct Marketing <b>Assignment: Brand &amp; marketing campaign critiques</b>	16
Nov 28 <sup>th</sup>	Marketing in the Digital Age	17
Dec 3 <sup>rd</sup>	International Marketing: The Global Marketplace	18
Dec 5 <sup>th</sup>	Discussion of current events & business topics in the news <b>Assignment: Written marketing plans due</b>	
Dec 10 <sup>th</sup>	Student in-class presentations <b>Assignment: Presentations of marketing plans</b>	
Dec 12 <sup>th</sup>	Course review for final exam	

*Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.*