



A M B R O S E

**BUS280 Marketing
(3 credit hours)**

Fall 2009

Class Schedule

Time: Wednesdays & Fridays, 1:00pm-2:15pm

Location: Room A2212

Moodle course link: <http://moodle.ambrose.edu/course/view.php?id=94>

Moodle enrolment code: 5595

Instructor Information

Instructor: Jeff Huebner, MBA

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Office: Room #2057

Office hours: Wed & Fri 11:00-1:00pm & 2:15-3:00pm, Thurs 11:00-12:00pm,
or by appointment

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*, 7th Canadian edition. Pearson Prentice Hall, 2008.

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

Supplemental Reading:

Marketing Magazine
Advertising Age

The textbook is available in the bookstore. 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:

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

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.

Please note that graded examinations will only be made available for supervised review, at the request of the student, and will remain on-file with the course professor rather than being returned to each student's possession.

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.

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.

In-class Advertising Exercise:

In this exercise students will work together in groups simulating an advertising agency design and development team. Under tight timelines, the group will be required to develop an effective advertising element for a given product or company and also provide a strategic marketing rationale for the ad using concepts and terms learned through the course. Further details regarding this exercise will be provided in class.

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+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
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 18th, 2009, 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 13th, 2009, 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. The use of music players, earphones, cell phones, PDAs, or any other personal entertainment devices will not be allowed in-class at any time. Typically, laptop or notebook computers may be utilized only 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. Internet browsing, playing games, watching videos, emailing, chatting, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to the student's course participation grade – 20% deduction for first instances; additional 40% deduction and loss of laptop use for the remainder of the semester for any repeat instances.

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.

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 9 th	Introduction and course overview	
Sept 11 th	Marketing: Managing Profitable Customer Relationships	1
Sept 16 th	Company and Marketing Strategy	2
Sept 18 th	<i>Skills development class:</i> Developing a Creative Brief	
Sept 23 rd	The Marketing Environment Managing Marketing Information <i>Assigning of groups for marketing plan project</i>	3 5
Sept 25 th	Consumer Markets and Buyer Behaviour Assignment: Creative Brief due	6
Sept 30 th	No class – Ambrose Community Day	
Oct 2 nd	Segmentation, Targeting, and Positioning	8
Oct 7 th	Product, Services, and Branding Strategies	9
Oct 9 th	<i>Skills development class:</i> Effectively analyzing and evaluating advertising Assignment: Marketing plan due – Section #1	
Oct 14 th	Social Responsibility and Marketing Ethics <i>Review for mid-term exam</i>	4
Oct 16 th	Mid-term exam	
Oct 21 st	New-Product Development and Life-Cycle Strategies <i>Review and discussion of mid-term exam and marketing plan project</i>	10
Oct 23 rd	Guest Speaker – Wes Campbell, Director, Ambrose Communications & Marketing	
Oct 28 th	Pricing Assignment: Marketing plan due – Section #2	11
Oct 30 th	Distribution Channels and Supply Chain Management	12

	Retailing and Wholesaling	13
Nov 4 th	Off-site class – Walmart visit	
Nov 6 th	Integrated Marketing Communications Strategy	14
Nov 11 th	No class – Remembrance Day Holiday	
Nov 13 th	Advertising, Sales Promotion, and Public Relations Personal Selling and Direct Marketing	15 16
Nov 18 th	Off-site class – Advertising agency visit	
Nov 20 th	<i>Skills development class:</i> Assignment: In-class advertising exercise Assignment: Marketing plan due – Section #3	
Nov 25 th	Assignment: In-class brand & marketing campaign critiques	
Nov 27 th	Marketing in the Digital Age	17
Dec 2 nd	International Marketing: The Global Marketplace Assignment: Marketing plan due – Section #4	18
Dec 4 th	Student in-class presentations Assignment: Presentations of marketing plans	
Dec 9 th	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.