



A M B R O S E

**BUS280 Marketing
(3 credit hours)**

Fall 2010

Class Schedule

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

Location: Room A2141

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

Moodle enrolment code: 5595

Instructor Information

Instructor: Jeff Huebner, MBA

Phone: 410-2000 ext. 6915

Email: JHuebner@ambrose.edu

Office: Room #2057

Office hours: Wed & Fri 12:30-1:30pm & 3:00-4:00pm, 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*, 8th Canadian edition. Pearson Prentice Hall, 2010.

Marian Burk Wood, *The Marketing Plan Handbook*, 4th edition. Pearson Prentice Hall, 2010.

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%
Christian perspectives in marketing	5%
Marketing plan written report	20%
In-class presentations:	
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 (15-20 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. 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.

Christian Perspectives in Marketing Paper:

The area of marketing provides opportunity for discussion on a wide range of issues and topics relating to morals, ethics and values. Students will be required to write a short paper (3-5 pages in length) that reflects on Christian faith perspectives in business and marketing. Sample topics can range from case studies and situational ethics, to discussion of broad themes such as credibility and integrity, building relationships, core values, social responsibility, etc. The paper should incorporate your own thinking and reflections, how the Bible or Christian faith can inform on the topic, and what some other leading thinkers, authors, people of faith, and/or business leaders have written or said about the topic. Further details regarding this assignment will be provided in 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-	
80% to 84%	B+	Good
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	

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 and ID number.

Important Dates for Registration, Withdrawal, and Course Auditing

September 17th, 2010, 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 12th, 2010, 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

Students are advised to retain this syllabus for their records. It is the responsibility of all students to become familiar with and adhere to academic policies as 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" from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline (as listed in the Academic Calendar <http://www.ambrose.edu/publications/academiccalendar>). Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person's ideas or words. Plagiarism and cheating can result in a failing grade for

an assignment, for the course, or immediate dismissal from Ambrose. Students are expected to be familiar with the policy statements 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 and become part of the student's permanent record.

Course changes, including adding or dropping a course, may be made during the Registration Revision period, as outlined in the Calendar of Events. All course changes must be recorded on a Registration form, available from the Office of the Registrar. Due to circumstances such as class size, prerequisites or academic policy, the submission of a Registration form does not guarantee that a course will be added or removed from a student's registration. Students may change the designation of any class from credit to audit up to the date specified in the Calendar of Events, although students are not entitled to a tuition adjustment or refund after the Registration Revision period.

Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. Students intending to withdraw from some or all of their courses must submit a completed Registration form to the Registrar's office. The dates by which students may voluntarily withdraw from a course without penalty are listed in the Calendar of Events. A grade of 'W' will be recorded on the student's transcript for any withdrawals from courses made after the end of the Registration Revision period and before the Withdrawal Deadline (also listed in the Calendar of Events). 'W' grades are not included in grade point average calculations. A limit on the number of courses from which Academic a student is permitted to withdraw may be imposed. Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

**BUS280 Marketing
Weekly Reading Schedule**

Date	Class Topic	Text chapters
Sept 8 th	Introduction and course overview	
Sept 10 th	Marketing: Managing Profitable Customer Relationships	1
Sept 15 th	Company and Marketing Strategy	2
Sept 17 th	<i>Skills development class:</i> Developing a Creative Brief	
Sept 22 nd	The Marketing Environment Managing Marketing Information	3 5
Sept 24 th	Consumer Markets and Buyer Behaviour <i>Assigning of groups for marketing plan project</i> Assignment: Creative Brief due	6
Sept 29 th	Segmentation, Targeting, and Positioning	8
Oct 1 st	Segmentation, Targeting, and Positioning	8
Oct 6 th	Product, Services, and Branding Strategies	9
Oct 8 th	New-Product Development and Life-Cycle Strategies	10
Oct 13 th	Pricing <i>Review for mid-term exam</i> Assignment: Marketing plan due – Section #1	11
Oct 15 th	Mid-term exam	
Oct 20 th	No class – Ambrose Community Day	
Oct 22 nd	No lecture – Group work on marketing plan assignment	
Oct 27 th	Guest Speaker – Wes Campbell, Director, Ambrose Communications & Marketing	
Oct 29 th	Distribution Channels and Supply Chain Management Retailing and Wholesaling <i>Review and discussion of mid-term exam and marketing plan project</i>	12 13

Nov 3 rd	Integrated Marketing Communications Strategy	14
Nov 5 th	No lecture – Group work on marketing plan assignment	
Nov 10 th	Advertising, Sales Promotion, and Public Relations <i>Skills development class:</i> Effectively analyzing and evaluating advertising Assignment: Marketing plan due – Section #2	15
Nov 12 th	Personal Selling and Direct Marketing Marketing in the Digital Age	16 17
Nov 17 th	<i>Skills development class:</i> In-class advertising exercise	
Nov 19 th	Social Responsibility and Marketing Ethics Discussion on Christian perspectives in marketing Assignment: Christian perspectives in marketing paper due	4
Nov 24 th	Off-site class – Advertising agency visit (TBD)	
Nov 26 th	Assignment: In-class brand & marketing campaign critiques	
Dec 1 st	International Marketing: The Global Marketplace Assignment: Marketing plan due – Section #3	18
Dec 3 rd	Student in-class presentations Assignment: Presentations of marketing plans	
Dec 8 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.