



BUS 280 – 1

Marketing

Number of credits: 3

Prerequisite:
BUS100

Semester: Fall, 2015
Days: Wed/Fri
Room: A2100
Lab – day: N/A
Lab–Room: N/A

Instructor: David Iremadze
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Office: L2057
Office hours: Wed, 3:45PM-6:00PM or 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 Ps (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 studies."

Further Course Information:

As a comprehensive course in marketing, this class is devoted to exposing students to the theory and application of core ideas of the discipline, such as what is listed in the above catalogue description. Additionally, other core topics such as customer relationship management, brand management, marketing accountability, sustainable and ethical marketing practices, social media marketing, etc, will be covered. As part of the active learning approach, students are engaged in real company case analysis exercises. In order to experience how interconnected marketing function is with other functional areas of an organization and how ethical considerations affect business management, students take part in a competition, running computer simulated businesses.

Expected Learning Outcomes & Assessment:

It is the aim of the course that students acquire the following skills:

1. Learn and understand core ideas, theories, models

Important Dates:

First day of classes: September 9, 2015
Registration revision period: September 20, 2015
Last day to request revised examination: October 26, 2015
Last day to withdraw from course: November 12, 2015
Last day to apply for time extension for coursework: November 23, 2015
Last day of classes: December 14, 2015

Final Exam: Sat, Dec. 19, 2015
Time: 1:00PM-4:00 PM
Room: A2133

and methods of the modern marketing discipline.

ASSESSMENT: Two midterm and one comprehensive final high-stakes exams, as well as daily formative online quiz assessments and in-class, assessment-as-learning activities.

2. Solve marketing challenges by applying learned principles of the discipline and relying on their creative & critical thinking and lifelong learning skills.

ASSESSMENT: Choice of one of the four alternative marketing projects.

3. Learn and practice being a marketing practitioner – i.e. someone who appreciates interconnectedness of marketing function with other functional areas of an organization, and uses logic of customer-centered thinking to make sense of the needs and wants of the target market, winning, retaining and developing the precious connection with their customers.

ASSESSMENT: Marketplace-Live business simulation group assignment, as well as individual case study analysis presentations.

4. Develop and strengthen sense of self-efficacy in making marketing and other business decisions and in analysing & presenting resulting outcomes to the superiors.

ASSESSMENT: Marketplace-Live business simulation group assignment, as well as individual case study analysis presentations.

5. Critically analyze marketing situations, consider various elements of the marketing mix, specific marketing tools and related theory, and bring them together into implementable sets of decisions that offer appropriate marketing solutions.

ASSESSMENT: Marketplace-Live business simulation group assignment, as well as individual case study analysis presentations.

Requirements:

This is a three credit-hour course. This determines the following workload expectation: CLASS MEETS TWICE A WEEK FOR 75 MINUTES EACH TIME. IN ADDITION, IN ORDER TO SUCCEED IN & ENJOY THIS COURSE, PLEASE BUDGET, ON VERGE, MINIMUM OF 5 HOURS OF INDIVIDUAL GROUP WORK TIME OUTSIDE THE CLASS EACH WEEK.

You are required to: (a)attend and participate in class meetings; (b)participate in online business simulation; (c)complete reading and other homework assignments on time; and (d)work with your instructor to complete an individualized assignment of your choice (see “Evaluation” section).

Submission of Assignments:

Assignments mostly will be submitted online. I will inform you whenever a paper copy of the assignment will be necessary. As a rule, no late assignment will be accepted. I may exercise my discretion accepting late work with or without penalty, depending on the circumstances, as long as you communicate with me about the issues and file the petition information form (see attachments).

Attendance:

You will find our classroom meetings informative and helpful. The expectation is that you will take full advantage of our meetings and in-class activities. While there is no direct penalty, per se, for non-attendance, the only way for you to earn points on the "Professionalism mark" is to show your commitment and diligence by always being punctual and in attendance; being prepared and enthusiastic to take part in class activities; and, collaborate with the fellow students and your instructor in making the class meetings as productive as possible..

Evaluation:

1. **HOMEWORK AND IN-CLASS QUIZZES: This consists of ONLINE quizzes for each chapter covered, other incidental homework and any graded pop-quizzes that may be administered in class:**7.50%
2. **"MARKETPLACE-LIVE" BUSINESS SIMULATION EXERCISE(7.50%) AND FINAL PRESENTATION(17.5%) TO THE BOARD:**25%
3. **MIDTERM EXAM (two equally weighted midterm exams will be part of your mark for this component):**.....20%
4. **FINAL EXAM(comprehensive/cumulative)**.....20%
5. **PROFESSIONALISM: being PRESENT, engaged, respectful, active, ethical, honest, committed, well-organized, punctual, diligent, prepared, enthusiastic and cooperative member of our learning community:**.....12.50%
6. **CHOICE OF ONE OF THE FOUR ALTERNATIVE ASSIGNMENTS:**.....15%
 - (a)Designing(re-designing) and distributing a marketing brochure for a real-life venture of your choice.
 - (b)Designing and administering marketing research survey for a real-life venture of your choice.
 - (c)Analyzing and presenting three case studies throughout the semester (cases TBA by professor).
 - (d)Writing up a 2500 word review of both practice-oriented and academic literature on a specific topic of your interest.

Must make the selection no later than Sep. 23rd. You may work individually or in groups of 2 students.

Grade Summary:

The available letters for course grades are as follows:

% Grade	Letter Grade	Description
95% to 100%	A+	Excellent/exceeds expectations
90% to 94.9%	A	Excellent/fully meets expectations
85% to 89.9%	A-	
80% to 84.9%	B+	
76% to 79.9%	B	Good
72% to 75.9%	B-	
68% to 71.9%	C+	
64% to 67.9%	C	Satisfactory
60% to 63.9%	C-	
55% to 59.9%	D+	
50% to 54.9%	D	Minimal Pass
0% to 49.9%	F	Failure

Textbooks and Other Mandatory Resources:

1) **Core Textbook for the course is:**

Lamb, C.W., Hair, J.F., McDaniel, C., Kapoor, H, Appleby, R., and Shearer, J., MKTG, 3rd Canadian Edition, 2016

2) **RESOURCE#1:** In addition to studying from the core textbooks, you will be responsible for assigned online material on nelson MINDTAP portal. For this purpose, please go to the web link: <https://login.nelsonbrain.com/course/MTPN-JNKP-GMTH> and register using an access code included with your textbook. Once you have registered you will see “Enter Course Key” button on the home page. Click that and **enter the following key: MTPN-JNKP-GMTH**. This will enroll you in the “BUS280-MARKETING FALL2015” on Mindtap and provide you an access to ebook, various interactive study aids, online homework assignments, etc. These are required and essential resources! For your convenience, MINDTAP registration instructions are also provided as part of the attachments to this syllabus.

- 3) **RESOURCE#2:** You also need to register for MARKETPLACE-LIVE business simulation NO LATER THAN SEPTEMBER 27, 2015. For this purpose you will need to have \$54US on your Visa or MC (can be a gift Visa card too) in order to purchase a Marketplace Student License Number. Follow these steps:
- Have your credit card ready and go to <https://game.ilsworld.com/marketplace-live/>
 - Click on “Create a new account” link and then click “Student”
 - Fill in all required information in order to create your account, click “Create Account” button
 - On the next screen, on the right-hand side, click on “Purchase License” link and follow the instructions to purchase your game license number. You will need your credit card and the game ID number, which is
5075-0013-0265
 - Then go to: <https://gm.marketplace-live.com>
 - Click on the <Sign in as student> link.
 - Click on the <Sign up for a game> link.
 - Enter the Student License Number you have just purchased.
 - Enter the Game ID (see above). This will help you to locate your game.
 - Choose the team number assigned to you by the instructor (numbers are 1 through 6).
 - Fill in the contact information and choose a password.

You are required to log in regularly to play the game. Each member of the team must log in independently and review ALL data and information supplied by the simulation in preparation for the decisions to be entered as a team. You can play by following these steps:

- Go to: <https://gm.marketplace-live.com>
- Click on the <Sign in as student> link.
- Enter your email address and password.
- Select the "Decision Area" button to begin playing.

To access the game sites, please be sure your browser is set to accept cookies, Javascript and pop up windows from Marketplace-Live website.

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- 4) **RESOURCE#3:** Also, you are responsible for taking thorough notes in class. Anything discussed by your instructor and/or your classmates may end up on the midterms and/or final exam. Occasionally, there may be supplementary reading introduced and discussed in class. You are responsible for obtaining and learning such supplementary materials, if any.
 - 5) **MOODLE:** *The course Moodle portal will be used for two primary purposes: (a) as discussion forums on various marketing-related issues, and (b) to communicate any Changes or other pertinent reminders/information about our work during the semester. Students are expected to check in regularly and read messages/posts received through Moodle.*

Outline:

In terms of the content, this course first introduces definitional issues and role & importance of marketing (Part1: Marketing-Let's Get Started). Then, reviews variety of data that goes into development of marketing mix (Part2: Analyzing Marketing Opportunities). And finally, provides an in-depth examination of each of the elements of the marketing mix or 4Ps (Parts 3-6: Products, Pricing, Distribution & Promotion Decisions).

As a rule, the following sequence of learning activities will be followed: (a) At the beginning of each week, students post their initial response/reflections to a warm-up question(s) on the course Moodle page that relate to the week's topics; (b) Students pre-read assigned readings; (c) Students will engage with the professor in the classroom to further clarify and apply material from the assigned readings; (d) Students complete online quizzes and other homework based on the material covered, as well as make and enter quarterly decisions for Marketplace-Live business simulation; and, finally, (e) At the end of the week, students post a considered response/reflection to their initial post on the Moodle.

Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**, please consult the List of Important Dates. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of "W" will appear on the student's transcript.

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.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar's Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Please do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the 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.

Extensions

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 deadline date, please consult the List of Important Dates. Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control”.

Appeal of Grade

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.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. 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 the university college. Students are expected to be familiar with the policies in the current Academic Calendar 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.

Students are strongly advised to retain this syllabus for their records.