

<b>Course ID:</b>	<b>Course Title:</b>	<b>Fall 2017</b>
<b>BUS 280</b>	<b>Marketing</b>	<b>Prerequisite: BUS 100 or BUS/DVST 305</b>
		<b>Credits: 3</b>

Class Information		Instructor Information		Important Dates	
<b>Days:</b>	Tues./Thurs.	<b>Instructor:</b>	Dr. Randy Poon, PhD	<b>First day of classes:</b>	Wed., Sept. 6, 2017
<b>Time:</b>	1:00 – 2:15 p.m	<b>Email:</b>	<a href="mailto:rpoon@ambrose.edu">rpoon@ambrose.edu</a>	<b>Last day to add/drop, or change to audit:</b>	Sun, Sept. 17, 2017
<b>Room:</b>	A2141	<b>Phone:</b>	(403) 410-2000 (x6513)	<b>Last day to request revised exam:</b>	Mon, Oct. 23, 2017
<b>Lab/ Tutorial:</b>	n/a	<b>Office:</b>	L2055	<b>Last day to withdraw from course:</b>	Mon, Nov. 13, 2017
<b>Final Exam:</b>	Three midterms (no final exam)	<b>Office Hours:</b>	Wed./Fri. 9:30-11:00 Tues./Thur. 2:15-3:45 or by appointment	<b>Last day to apply for coursework extension:</b>	Mon, Nov. 20, 2017
				<b>Last day of classes:</b>	Mon, Dec. 11, 2017

### 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.

### Expected Learning Outcomes

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

1. Learn and understand core ideas, theories, models and methods of the modern marketing discipline.
2. Solve marketing challenges by applying learned principles of the discipline and relying on their creative & critical thinking and lifelong learning skills.
3. Learn and practice being a marketing practitioner – i.e. someone who appreciates the interconnectedness of the marketing function with other functional areas of an organization, and uses the logic of customer-centered thinking to make sense of the needs and wants of the target market. In this way companies are able to win, retain and develop the critical connection with their customers.
4. Develop and strengthen sense of self-efficacy in making marketing and other business decisions and in analysing & presenting resulting outcomes to the superiors.
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.

### Textbooks

Lamb et al. (2016). *MKTG* (3<sup>rd</sup> Canadian ed.). Toronto: Nelson.

Additional assigned readings (TBD)

## Course Requirements and Evaluation:

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

<b>Class Participation and Attendance</b>	11%
<b>Assignment (choice of four projects)</b>	15%
<b>Marketplace Live Simulation:</b>	
<b>Balanced Scorecard and Individual Performance</b>	8%
<b>Report to Executive Board and Class Presentation</b>	12%
<b>Midterm Exams (Three exams worth 18% each)</b>	54%

Note: To pass the course, students must achieve an overall grade of at least 50% overall, as well as, achieve an average of 50% on the exam component of the course.

## Submission of Assignments:

All assignments (unless otherwise notified) are to be submitted via Moodle by the time indicated in the Weekly Reading and Assignment schedule. Late assignments will lose 10% per day late. Assignments will not be accepted more than 5 days late.

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 may be reallocated to other components of the course grade.

## Class Participation and Attendance:

A key 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 and chapter review cards ahead of time, completing exercises (if assigned) in advance of in-class discussions, and then actively participating in these discussions. The skills needed to participate effectively in class and present your ideas are essentially the same skills required to participate effectively in the marketplace (either for-profit or nonprofit). 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.

## Grading Rubric – Class Participation and Attendance

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
<b>Attendance (40%)</b> (Excludes certain excused absences such as Ambrose athletic team practices and out-of-town games)	Misses no more than two classes (100%)	Misses three classes (80%).	Misses four classes (60%)	Misses five or more classes (40%); misses six or more classes (0%)
<b>Group Discussions and Contribution Quality (60%)</b> Quality (depending upon context) is exemplified, but not limited to, the following: pursues thoughtful and rigorous lines of discussion, addresses relevant issues, builds on others' ideas, synthesizes across readings and discussions, challenges assumptions and perspectives, expands the group's or class' perspective.	Contributes great effort to group discussions; shares thoughts and ideas; is always prepared to respond to impromptu in-class questions. Input is always of high quality.	Contributes good effort to group discussions; mostly shares thoughts and ideas; is mostly prepared to respond to impromptu in-class questions. Input is mostly of high quality.	Contributes occasionally to group discussions; occasionally shares thoughts and ideas; is sometimes prepared to respond to impromptu in-class questions. Input is occasionally of high quality.	Seldom contributes to group discussions; seems disinterested; is not prepared to respond to impromptu in-class questions. Input is seldom or not of high quality.

## Assignments:

For this assignment, you can choose from one of four alternatives:

1. Design or re-design a marketing brochure for an existing product, service, or company.
2. Design and administer marketing research survey for an existing product or service.
3. Write an 1800-word review of both practice-oriented and academic literature on a specific topic of your choice.
4. Custom design your own assignment with the approval of the instructor.

You must make the selection no later than October 5<sup>th</sup>. You may work individually or in pairs (with the exception of the literature review). The assignment instructions will be posted in Moodle. All assignments are due in class by November 16<sup>th</sup>.

## Marketplace Live Simulation:

The Marketplace Live simulation is a transformational experience. You will learn what it will be like to compete in the fast-paced, competitive market where customers are demanding and the competition is working hard to take away your business.

In the Marketplace, you start up and run your own marketing division, struggling with marketing fundamentals and the interplay between product, price, place, promotion, budgets and financial performance. You are given control of a simulated business and must manage its operations through several decision cycles. Repeatedly, you must analyze the situation, plan a marketing strategy to improve it, select the tactical options to implement that strategy and then execute the strategy and tactics out into the future. You face great uncertainty from the outside environment and from your own decisions. Incrementally, you learn to skillfully adjust your strategy as you discover the nature of your real-life decisions, including the available options, linkages to other parts of the business, conflicts, trade-offs and potential outcomes.

Here is a list of what Marketplace players do:

- Analyze market research data
- Design brands to appeal to different market segments
- Devise advertising campaigns, sales force plans, and price option
- Plan and roll out a marketing campaign
- Manage cash
- Compete head-to-head with other business teams
- Adjust strategy and tactics in response to financial performance, competitive tactics, and customer needs.

The specific goal of the exercise is to develop your marketing management skills by giving you an integrated perspective of the entire marketing operation. In terms of specifics, the exercise can:

- Develop strategic planning and execution skills within a rapidly changing environment
- Crystallize the linkages between marketing decisions and financial performance
- Instill a bottom line focus and the simultaneous need to deliver customer value
- Internalize how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focus marketing tactics
- Promote better decision-making by helping individuals see how their decisions can affect the performance of marketing activities & the organization as a whole
- Facilitate learning of important marketing concepts, principles and ways of thinking
- Build confidence through knowledge and experience

## Organization of the Exercise

Each quarter or decision period has a dominant activity and a set of decisions that are linked to it. These dominant activities take you through the product and firm life cycle from introduction, to development, to growth, to near maturity. As you work through your firm's life cycle, we will phase in the disciplinary material as it becomes relevant to the current decisions of the team.

Each quarter's activities not only result in new material being introduced, but also build upon the prior content so that there is considerable repetition. It must be noted that marketing activities such as value creation in product design, pricing, distribution and sales force management, ad copy design, media planning, budgeting, profit analysis, and strategic planning and management are not easily absorbed. As such, they require repetitive exercise in order to set them into the natural thinking of the students.

You will be given a license number to sign up for your game at <http://game.ilsworld.com/>. Please note that the license number you receive can be used only once. It is void after one use; so you cannot share the license numbers.

## Report to Executive Board of Corporate Headquarters

A written report regarding your performance and marketing strategy over the course of the firm's six quarters is required at the end of the exercise. Here is the required format for the report:

Format: 4-6 pages plus appendices

The Report to the Executive Board should include the following components:

1. Review your financial and market performance during the six quarters
2. Highlight the key features of the firm's marketing plan throughout the exercise
  - Brand Strategy
  - Pricing Strategy
  - Advertising Strategy
  - Sales Channel
3. Assess your current situation and the market (what are your firm's strengths and weaknesses?)
4. Summarize how you have prepared your firm to compete in the future.
5. What were the lessons learned?

## Grade Summary:

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

Because of the nature of the Alpha 4.00 system, there can be no uniform College-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

## Weekly Reading and Assignment Schedule:

Date	Class Topic/Chapter Title	Text Chapters	Marketplace Live Quarter Due Dates
Sept 7 <sup>th</sup>	Course Overview	Chapter 1	
Sept 12 <sup>th</sup>	The Marketing Environment, Social Responsibility, and Ethics – Part 1	Chapter 2 Humphreys et al., “World- Class Bull,” <i>Harvard Business Review</i>	
Sept 14 <sup>th</sup>	The Marketing Environment, Social Responsibility, and Ethics – Part 2	“World-Class Bull Commentary,” <i>Harvard Business Review</i>	
<b>Sept 14<sup>th</sup></b>	<b>Back to Business BBQ (5:30-7:30) 14 Signature Heights S.W.</b>		<b>All students welcome</b>
Sept 19 <sup>th</sup>	Strategic Planning for Competitive Advantage	Chapter 3	
Sept 21 <sup>st</sup>	Marketing Research	Chapter 5	
Sept 26 <sup>th</sup>	Consumer Decision Making	Chapter 6	
<b>Sept 27-28</b>	<b>No Daytime Classes: Spiritual Emphasis Days</b>		
<b>Sept 29-30</b>	<b>Soul of the Next Economy Forum</b>		
<b>Oct 3<sup>rd</sup></b>	<b>Midterm Exam 1: Chapters 1-3, 5, 6, and any additional readings discussed in class</b>		
Oct 5 <sup>th</sup>	Marketplace Live Introduction Assignment – Indicate Selection in class		
Oct 10 <sup>th</sup>	Segmenting, Targeting, and Positioning	Chapter 8	
<b>Oct 10 – 27</b>	<b>Academic Advising Weeks</b>		
<b>Oct 12<sup>th</sup></b>	Product Concepts Marketplace Live Quarter 2 Preview	Chapter 9	<b>Marketplace Live Quarter 1 due by 11:45 p.m.</b>
Oct 17 <sup>th</sup>	Developing and Managing Products	Chapter 10	
<b>Oct 19<sup>th</sup></b>	Services Marketing Marketplace Live Quarter 3 Preview	Chapter 11	<b>Marketplace Live Quarter 2 due by 11:45 p.m.</b>
Oct 24 <sup>th</sup>	Pricing Decisions	Chapter 12	
<b>Oct 26<sup>th</sup></b>	<b>Midterm Exam 2: Chapters 8-12, and any additional readings discussed in class</b>		

Oct 27 <sup>th</sup>			<b>Marketplace Live Quarter 3 due by 11:45 p.m.</b>
Oct 31 <sup>st</sup>	<b>Marketing Channels and Supply Chain Management</b>	Chapter 13	
Nov 2 <sup>nd</sup>	<b>Retailing – Part 1</b>	Chapter 14	<b>Marketplace Live Quarter 4 due by 11:45 p.m.</b>
<b>Nov 6-10</b>	<b>No Classes: Mid-Semester Break</b>		
Nov 14 <sup>th</sup>	<b>Retailing – Part 2 Marketplace Live Discussion</b>		
<b>Nov 16<sup>th</sup></b>	<b>Assignment Presentations (where required) Note: all assignments (brochures, surveys, literature review) are due before class</b>		
<b>Nov 17<sup>th</sup></b>			<b>Marketplace Live Quarter 5 due by 11:45 p.m.</b>
Nov 21 <sup>st</sup>	<b>Marketing Communication</b>	Chapter 15	
<b>Nov 23<sup>rd</sup></b>	<b>Advertising, Public Relations, and Direct Response</b>	Chapter 16	<b>Marketplace Live Quarter 6 due by 11:45 p.m.</b>
Nov 28 <sup>th</sup>	<b>Social Media and Promotion</b>	Chapter 18	
Nov 30 <sup>th</sup>	<b>Midterm Exam 3: Chapters 13-16, 18, and any additional readings discussed in class</b>		
<b>Dec 5<sup>th</sup></b>	<b>Marketplace Live Presentations</b>		
<b>Dec 7<sup>th</sup></b>	<b>Marketplace Live Presentations and Reflections</b>		



## Ambrose University Academic Policies:

### Communication

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, they will need to forward all messages from the Ambrose account to another personal account.

### Registration

During the **Registration Revision Period** students may 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 or record. 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" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their 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.

### Exam Scheduling

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) the student has 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 use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. 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. Some professors will not allow the use of any electronic devices in 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 (information about an individual that may be used to identify that individual) may be required 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).

### 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 Registrar's Office in writing and providing the basis for appeal 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. 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 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 acknowledge 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.

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