

Course ID:	Course Title:	Fall 2022
BUS 280	Marketing	Prerequisite: BUS 100 or BUS/DVST 305
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In Class	Instructor:	Cindy Karikari, MBA, PhD Candidate	First Day of Class:	Sept. 7
Days:	Weds & Fri	Email:	Cindy.Karikari@ambrose.edu	Last Day to Add/Drop:	Sept. 18
Time:	8:15-9:30am	Phone:	+1 (403) 410-2000	Last Day to Withdraw:	Nov. 21
Room:	A2133	Office:	L2052	Last Day to Apply for Coursework Extension:	Nov. 23
Lab/Tutorial:	n/a	Office Hours:	Weds & Thus 10:00 am – 12 pm or by appointment	Last Day of Class:	Dec. 12
Final Exam:	No Final Exam				

Important Dates and Information

For a list of all important dates and information regarding participating in classes at Ambrose University, please refer to the Academic Calendar at <https://ambrose.edu/academic-calendar>.

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

Explain the role of marketing in an organization and the importance of meeting customer needs.

Describe the elements of an environmental scan and summarize the trends affecting each area.

Describe the stages in the consumer purchase decision process.

Identify the reason for conducting marketing research

Describe how strategy is developed at the corporate, business unit, and functional levels in an organization.

Define the concept of customer relationship management (CRM).

Explain market segmentation and its relevance to marketing.

Textbooks

Title: Marketing: The Core

Author(s): Roger A. Kerin, Steven W. Hartley, Arsenio Bonifacio, Donna Dumont, Carol Bureau

Edition: 6th Canadian Edition

ISBN: 1260326942 · 9781260326949

Link for Textbook & Connect: <https://connect.mheducation.com/class/c-karikari-marketing>

Course Schedule

WEEK	TEXT REFERENCE/ASSIGNMENTS/ASSESSMENTS	DATE COVERED/DUE
1 Sep 7 – Sep 11	Chapter 1: Marketing Fundamentals Course Overview Sep 6 -Labour Day- No Classes	
2 Sep 12– Sep 18	Chapter 2: Marketing Environment	Quiz 1 Due Sept 18 at 11:59 pm
3 Sep 19 – Sep 25	Chapter 3: Consumer Behaviour	1 Connect Marketing Mini Sim Due Sept 25 at 11:59 pm
4 Sep 26 – Oct 2	Chapter 4: Market Research	Quiz 2 Due Oct 2 at 11:59 pm
5 Oct 3 – Oct 9	Chapter 6: Segmentation, Targeting, and Positioning	Quiz 3 Due Oct 9 at 11:59 pm

6 Oct 10 – Oct 16	Chapter 7: Products and Brands Oct 10-Thanksgiving Day- NO CLASSES	2 Connect Marketing Mini Sim Due Oct 16 at 11:59 pm
7 Oct 17 - Oct 23	Chapter 8: New Product Development Midterm Exam	Marketing Plan Part 1 Due Oct 23 @ 11:59 pm
8 Oct 24 – Oct 30	Chapter 9: Pricing	Quiz 4 Due Oct 30 at 11:59 pm
9 Oct 31 – Nov 6	Chapter 12: Outbound Marketing Communications Chapter 13: Inbound Marketing Communications	Quiz 5 Due Nov 6 at 11:59 pm
10 Nov 7 – Nov 13	Reading Week November 7 –13 – No Classes	
11 Nov 14 – Nov 20	Chapter 14: Customer Relationship Management Demo: Marketing Full Simulation	3 Connect Marketing Mini Sim Due Nov 20 at 11:59 pm
12 Nov 21 – Nov 27	Chapter 15: Strategic Marketing Planning	Marketing Plan Part 2 Due Nov 27 @ 11:59 pm
13 Nov 28 – Dec 4	Marketing Full Simulation	Connect Marketing Full Sim Due 4 at 11:59 pm
14 Dec 5 – Dec 11	Present Results - Marketing Full Simulation	Quiz 6 Due Dec 11 at 11:59 pm
15 Dec 12 – Dec 21	Exam Dates Dec 12-21 (No exam and no classes)	

Requirements:

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

Class Participation (Group tasks)	10%
Connect Marketing Mini Sims (3)	10%
Marketing Plan Part 1	10%
Marketing Plan Part 2	15%
Quizzes (6)	15%
Midterm	20%
Marketing Full Simulation and Presentation	20%

Attendance:

Attendance is very important for the class, you cannot participate if you are not there. Simple attendance constitutes a C level of participation. Coming to class having completed the assigned homework AND contributing to the discussion are what constitute active participation. If you miss a class due to illness you will be responsible to get the information that you missed from another class member. The Participation Mark Distribution Scale is attached at the end of the syllabus.

Grade Summary:

The available letters for course grades are as follows:

Grade	Interpretation	Grade Points
A+	Excellent	4.00
A		4.00
A-		3.70
B+	Good	3.30
B		3.00
B-		2.70
C+	Satisfactory	2.30
C		2.00
C-		1.70
D+	Poor	1.30
D	Minimal Pass	1.0
F	Failure	0.00
P	Pass	No Grade Points

This grade conversion table

Letter	Percentage	Point Value
A+	95-100	4.00
A	90-94	4.00
A-	85-89	3.70
B+	80-84	3.30
B	75-79	3.00
B-	70-74	2.70

C+	67-69	2.30
C	64-66	2.00
C-	60-63	1.70
D+	57-59	1.30
D	54-56	1.0
D-	50-53	0.00
F	0-49	1.30
P	Pass	No Grade Points

Because of the nature of the Alpha 4.00 system, there can be no uniform University-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.

Other:

Grading Rubric – Class Participation/Attendance

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Attendance (25%) (Excludes certain excused absences such as Ambrose athletic team practices and out-of-town games)	Attends all classes or misses one class (100%) Misses two classes (90%)	Misses three classes (80%)	Misses four classes (70%) Misses five classes (60%)	Misses six or more classes (0%)
Group Discussions and Contribution Quality (75%) 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	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.

readings and discussions, challenges assumptions and perspectives, expands the group's/class' perspective.				
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Ambrose University Important Information:

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.

Exam Scheduling

Students who find a conflict in their exam schedule must submit a *Revised Final Exam Time Application* to the Office of the Registrar by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; or 2) the scheduled final examination slot results in three consecutive examination periods. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Standards of Behaviour in the Classroom Setting

Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class. Please refer to your professor regarding their electronic etiquette expectations.

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. 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.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at <https://ambrose.edu/academics/academic-calendar>

Privacy

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.

Coursework Extensions

Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and registrar. Normally, Course Extension Applications will be considered only when all of the following conditions are met:

- the quality of prior course work has been satisfactory;
- circumstances beyond your control, such as an extended illness or death of a family member, make it impossible for you to complete the course work on time; and
- you submit *Coursework Extension Application* to the Office of the Registrar on or before the deadline specified in the Academic Schedule.

If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course. A temporary grade of TX will be assigned until a final grade is submitted in accordance with the new deadline. A final grade of F will apply to:

- all course work submitted after the end of the semester unless a coursework extension has been granted; and all course work submitted after the revised due date provided by an approved extension to coursework.

Academic Success and Supports

Accessibility Services

Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services. Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that

may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

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

Ambrose Writing Services

Ambrose Writing services provides academic support in the four foundational literacy skills—listening, speaking, reading, and writing. It also assists students with critical thinking and the research process. Throughout the academic year, students can meet with a writing tutor for personalized support, or they can attend a variety of workshops offered by Academic Success. These services are free to students enrolled at Ambrose University. Academic Success serves all students in all disciplines and at all levels, from history to biology and from theatre to theology. To learn more, please visit <https://ambrose.edu/sas/writing-services>

Ambrose Tutoring Services

Ambrose Tutoring Services provides support in specific disciplinary knowledge, especially in high-demand areas such as chemistry, philosophy, math and statistics, and religious studies. These tutors also coach students in general study skills, including listening and note-taking. During the academic year, Ambrose Tutoring Services offers drop-in tutoring for courses with high demand; for other courses, students can book a one-to-one appointment with a tutor in their discipline. These services are free to students enrolled at Ambrose University. To learn more, please visit <https://ambrose.edu/tutoring>.

Mental Health Support

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:

- Counselling Services: ambrose.edu/counselling
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at ambrose.edu/wellness.
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See <https://ambrose.edu/student-life/crisissupport> for a list of staff members.

Off Campus:

- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support

All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:

- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888