



AMBROSE

**BUS380 Marketing Theory and Research
(3 credit hours)**

Winter 2012

Class Schedule

Time: Tuesdays & Thursdays, 2:30-3:45pm

Location: Room L2091

Instructor Information

Instructor: Jeff Huebner, MBA

Phone: 410-2000 ext. 6915

Email: JHuebner@ambrose.edu

Office: Room #2057

Office hours: By appointment

Course Description & Objectives

This course exposes students to the research process as related to marketing and consumer behaviour. Topics include defining the marketing problem, research design, focus group selection, market segmentation and target marketing, sample selection, instrument preparation, data collection and reduction, analysis, presentation and follow-up.

Case analysis, marketing simulations and class discussions will be the primary techniques used to develop an understanding of course content. Students will be engaged in simulated management decision-making through case studies and analysis of marketing issues, evaluating a variety of strategies in order to gain a better understanding of the successes and challenges that businesses must manage. Students are expected to be well prepared for class discussion of cases, and to demonstrate an understanding of textbook material as it applies to the analysis of a case situation. Lectures and class discussion will be used to clarify and supplement text material. In addition, the course emphasizes applied learning in the form of written assignments and oral presentations.

This course builds on the fundamental concepts and principles of marketing introduced in BUS280 Marketing – the 4 P's of the marketing mix: product, price, place and promotion. Various topics will be covered such as: defining the marketing problem, research design and data analysis, strategic planning, market segmentation and targeting, branding and 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, simulation exercises, 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.

Objectives:

The primary objective of the course is for students to develop the skills and ability to research and analyse, evaluate and develop marketing strategies for businesses in various environments and industries, and to present the results of their analysis clearly and persuasively in both written plans and presentations.

Learning Outcomes:

- Achieve a core understanding of the concepts that encompass marketing theory and research
- Critically analyse marketing strategies and plans on the grounds of effectiveness, viability and ethical standards
- Understand the dynamics involved in managing the marketing mix
- Understand the process involved in creating a marketing plan
- Effectively design and implement primary research and data analysis
- Improve skills in case study and simulation analysis, writing and presentation
- To reflect on Christian values as they relate to marketing research and strategy

Prerequisite: BUS 280 Marketing

Course Text & Materials

Textbooks:

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.

The textbook will be 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.

Please note that in addition to the textbooks students will also be required to cover the costs for purchasing the case studies and online simulation licenses.

Course Requirements & Evaluation

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

Midterm exam	20%
Hand-in assignments:	
Written case studies & simulation analysis	25%
Marketing plan written report	25%
In-class presentations:	
Case study/simulation presentations	10%
Marketing plan presentation	10%
Class participation & discussion	10%

Examinations:

A mid-term examination will be held in class encompassing all topics covered in the course. Further details will be provided in class. There will not be a final examination for the course. Instead, students will be expected to make significant contributions to research and development of the major marketing plan assignments.

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.

Business Case Studies, Simulations, and Class Presentations:

One of the objectives of the course is for students to improve their skills in the analysis, writing and presentation of business case studies. In order to achieve this, students are required to write formal case study reports on a particular company or marketing strategy scenario. Working through the case to determine which information is relevant or not is part of the challenge. In many cases the information may not be complete. In reality, most business decisions are made without perfect or complete information. Marketing managers must make sound decisions based on critical analysis using the best information available.

Students will be assigned business cases and follow a standard methodology for the write-up. The report must be brief (5-6 pages maximum in length: 12 point font, 1½ line spacing) while still covering all necessary information and areas of analysis, and applying principles presented in the course. Students will be challenged to write effectively and succinctly, presenting their ideas and recommendations in a style suitable for business executives to read and understand within a short period of time.

In addition to case studies, the course will also include online marketing simulations. Through these simulation exercises, students will work individually or in groups to research and make key marketing decisions that replicate managing operations in a large company. Decisions made by each student/group will then impact future results of their company and their competitors in the marketplace. At the end of the simulation students will be required to analyze their marketing strategies,

performance and outcome, and assess their own learning from the exercise. Further details regarding these marketing simulations will be provided in class.

Students will also develop presentations (10-15 minutes in length) to deliver in-class that summarizes their findings and recommendations from the case studies, and their analysis from the marketing simulations. The format for these presentations 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.

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, primary research and data analysis, segmentation and target markets, positioning and strategy, marketing programs, implementation tactics 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.

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 or case studies 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 and ID number.

Please note that final grades will be available on the student portal. 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.

Important Dates for Registration, Withdrawal, and Course Auditing

January 22nd, 2012, 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. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund.

Students may change the designation of any class from credit to audit, or drop out of the "audit" up to the "drop" date indicated above. After that date, the original status remains and the student is responsible for related fees. Please note that this is a new policy, beginning in the 2010-2011 academic year.

March 23rd, 2012, is the last day to voluntarily withdraw from a course without academic penalty. A grade of "W" will appear on the student's transcript.

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. 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.

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

Academic Policies

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.

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 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 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 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.

Students are advised to retain this syllabus for their records.