



AMBROSE  
UNIVERSITY COLLEGE

FACULTY OF  
ARTS & SCIENCE

**BUS 280 Marketing (3)**  
**Fall 2007**  
**Instructor: Sean Quinn**

**Contacting the Instructor**

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**Class Times:** Wednesday/Friday 2:30 – 3:45 **Office Phone:** 410-2000 ext 6909  
**Class Location:** Classroom # 529  
**Office Hours:** Wednesday/Friday 1:00 – 2:15  
Also available 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 P's (Product, Price, Promotion and Place) in the marketing mix will be introduced and various marketing strategies catering to different industries will be examined by means of case study.

Prerequisite: BUS 100

**Course Objectives**

Learning Outcomes:

- Achieve a sound understanding of the basic theories, principles and concepts that encompass Marketing
- 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
- Practice skills for more effective communication and interaction with others
- See business as one of many possibilities for ministry

**Required Texts**

### Textbook Package

- Principles of Marketing, 6<sup>th</sup> Canadian Edition, Authors: Kotler, Armstrong, Cunningham
- The Marketing Plan Handbook and Software, second edition, Author: Wood

Publisher: Pearson - Prentice Hall

### *Sublimmental Reading:*

*The Globe and Mail*

*Harvard Business Review as assigned by the professor*

*Book – Malcolm Gladwell*

## **Course Requirements and Course Grade**

Instructions for course assignments not outlined in the syllabus will be distributed during class throughout the semester. Unless other wise indicated all assignments are to be handed in to the reception and must be date stamped. Students should include their school ID# and mailbox # only on the assignment cover page. Late assignments will not be accepted and will result in an F grade. Students must receive a passing grade (min 50%) on all individual assignments in order to pass the course. All individual and group assignments must be submitted for final grade. Assignments will not be accepted after in class discussion. If you do not take part in the in class portion of the assignmmnet you can not complete the written portion of the assignmmnet.

All group projects will contain a peer evaluation component. Therefore; grades for individuals may be different than final group project grades if student assessment indicates this requirement.

### **Individual Assignments**

Haworth SWOT analysis  
Print ad critique  
HBR pricing assignment  
Book Review - Malcolm Gladwell

### **Grade**

10%  
10%  
10%  
25%

### **Date**

October 5, 2007

### **Group Assignments**

Presentations  
Mid-Term Exam  
*Scavenger Hunt Audit - Wal-Mart*  
Marketing Plan paper and Presentation

5%  
15%  
  
25%

See Course Schedule

## **Class Participation**

+/- 10%

The instruction style used for this course will be an interactive approach. For this reason, class participation is a critical component of this course. A large component of the course is based on participative learning. For example, there are numerous **group** and individual class room **presentations, case study discussions and simulations** that take place during the course. All of these situations work best or at all with a minimum number of participants. Due to the small number of students it is imperative that you **attend** each class in order for yourself and the other classmates to gain the most from the interaction over the semester. If you are required to be away for a class, please notify the professor prior to class time so that any necessary adjustments can be made.

Class participation includes but is not limited to the following items:

- Completing homework assignments by due date that are required for in class exercises
- Being prepared for and contributing to class discussions and simulations
- Group Presentation Skills and involvement
- Peer Evaluation

*Quality is given more weighting than quantity!*

## **Important Notes**

- It is the responsibility of all students to become familiar with and adhere to all AUC-NUC Academic Policies, which are stated in the current Catalogue.
- Assignments will be returned to students within 3 classes of due date.
- The final exam will not be returned to the students.
- Publication manual of the APA American Psychological Association is traditionally used for business for referencing. It is critical that you reference material. You must distinguish between your own ideas and others in order to avoid plagerism.

## **Course Schedule**

1. September 7:
  - a. Lecture: intro students, prof, syllabus
  - b. Look through marketing material, mass marketing
  - c. Stats on successful marketing, bloomberg, superbowl, nielson ratings
  - d. Drucker comment
  - e. Hayworth team
2. September 12:
  - a. Lecture: Ethics and Social Responsibility in Marketing **Chapter 4**
  - b. Students bring example: Soup, carrot bag, beer commercials, car commercials, Red Bull, bring an example, No fat chocolate bar, less calories different size only
  - c. Lecture: What is marketing? **Chapter 1** All 4 P's how are 4 P's divided up
  - d. Introduce TV "ads" MI, running of the squirrels, evil twin,
3. September 14:
  - a. Case Study: RollerBlade, Inc.
  - b. Lecture: Ch. 2 The Marketing Handbook
  - c. Strategic Marketing Process *Planning Phase: Step 1- Situation SWOT Analysis*
  - d. Case Study: Specialized Bicycle Components, Inc. video
  - e. Do "Situation SWOT Analysis" of video
4. September 19:
  - a. Lecture: Chapter 3 – Scanning the marketing environment

#### September 20: COMMUNITY DAY

5. September 21:
  - a. Bill Rainey Memorial
  - b. Hand out case study: "Keeping to the Fairway"
  - c. Hand out group HAWORTH
6. September 26:
  - a. Review HBR Case study: "Keeping to the Fairway"
  - b. Decision tree do not do just remind
7. September 28:
  - a. **Norm Dreger CRM - Chapter 2/CH 6**
  - b. Ch. 5 - text
8. October 3:
  - a. **HAWORTH Presentation: Group # A – (20 minutes)**
  - b. Hand out Haworth individual assignment
  - c. Hand out Books and assignments
9. October 5:
  - a. Tour Haworth
10. October 10:
  - a. No class
11. October 12
  - a. No Class
12. October 17
  - a. Haworth Assignment Due
  - b. Review Haworth Tour - SWOT for HAWORTH
  - c. Relationship Marketing

- d. Lecture: Chapter 2:**
- e. Review Ch. 3/6**
- f.**
- g. parking lot exercise SEGMENTATION Ch. 9**
- 13. October 19:
  - a. Chapter 7/8 consumer & business buyer behaviour 2/3 of US economy**
  - b. Reintroduce TV “ads” from 1<sup>st</sup> lecture**
  - c. Amount of info we get every day, vs 100 years ago**
  - d.**
- 14. October 24:
  - a. Review NY**
  - b.**
- 15. October 26: **Preview day**
  - a. Do PR case in class - Keeping it on the Fairway**
  - b. PR review lecture**
  - c. Print Ad Assignment due - exercise review**
  - d. Hand out guest lecture material (Bruce)**
  - e. Hand out HBR pricing**
- 16. October 31:
  - a. Bruce Piercey ch 18**
  - b. Hand back Haworth assignment**
- 17. November 2:
  - a. Guest Lecture: Jeff Adams PR Promotion Ch. 16**
  - b.**
- 18. November 7:
  - a. Review chapter 18**
  - b. The Hard Sell chapter 16**
  - c. Ad critique – review why students not talk about white space for example**
  - d.**
  - e.**
  - f. HBR Case Study**
  - g. Lecture: Price Chapter 12**
  - h.**
- 19. November 9: Remeberance Day
  - a.**
- 20. November 14:
  - a. Personal selling and Sales Management Ch. 17**
- 21. November 16:
  - a. Krispy Krème Presentation - (20 minutes)**
  - b. Wal-Mart – (20 Minutes)**
- November 21: Scavenger Hunt Audit – Wal-Mart
- 22. November 23:
  - a. Wayne Regehr**
  - b. CH 11 Product - product life cycle (psychological aspect)**

23. November 28: Preview day

- a. Review **Wal-Mart Audit**
- b. Review KK Tour
- c. Review Ch.11 industry/product life cycle (psych. aspect) Wayne Regehr
- d. Review Ch. 17 Personal selling and Sales Management -

24. November 30:

- a. Lecture: ch 13 place MOVE UP IN SEMESTER (2 weeks)
- b. Review Ch. 8 buyer behavior
- c. Review Pricing assignment
- d. Hand out simulation

25. December 5:

- a. Marketing Plan Presentations MOVE UP IN SEMESTER (1 week)

26. December 7:

- a. Chapter 14 Retailing
- b. Lecture: **Branding** chapter 10 Managing products
- c. Vos Lecture Outline best/worst brands , branded on the SCORE

d. simulation

e. CH 15 integrated marketing

f. Last class bring good marketing show and tell. Say why then class will agree disagree

g. JEPARDY

a. [Martha Stewart](#) Living Omnimedia, Inc.