



AMBROSE
UNIVERSITY COLLEGE

FACULTY OF
ARTS & SCIENCE

BUS 280 Marketing (3)
Fall 2012
Instructor: Sean Quinn

Contacting the Instructor

Office: # L2057 **e-mail:** squinn@ambrose.edu
Class Times: Tuesday/Thursday 8:15 – 9:30 **Office Phone:** 410-2000 ext. 6909
Class Location: Classroom # 2141
Office Hours: Tuesday 10:00 – 11:00
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

- Principles of Marketing, 6th Canadian Edition, Authors: Kotler, Armstrong, Cunningham
- The Marketing Plan Handbook and Software, second edition, Author: Wood
Publisher: Pearson - Prentice Hall – On reserve

Supplemental Reading:

The Globe and Mail

Harvard Business Review as assigned by the professor

The Economist

Course Requirements and Course Grade

Instructions for course assignments not outlined in the syllabus will be distributed during class throughout the semester. Unless otherwise indicated all assignments are to be handed in through Moodle. Late assignments will not be accepted and will result in an F grade. Students must receive a cumulative passing grade of 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 assignment you cannot complete the written portion of the assignment.

All group projects will contain a peer evaluation component. Grades for individuals may be different than the actual group project overall grade if student assessment indicates this requirement.

Individual Assignments	Grade	Date
Ethics HBR	5%	Sept. 13
HBR	5%	Sept. 25
Print ad critique	15%	Oct. 4
Mid-Term Exam	15%	Oct. 25
Marketing Plan paper and Presentation	15%	Nov. 6
HBR pricing	15%	Nov. 22
Final exam case study	15%	Dec. 10, 2012

Group Assignments

Scavenger hunt <i>Audit - Wal-Mart</i>	Bonus %	Oct. 25
Marketing Simulation	15%	Dec. 4

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 classroom 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 AMBROSE 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 plagiarism.

Course Schedule

Posted on Moodle