

**Bachelor of Business Administration – Honours Program
Diploma in Business Administration**

**Fall 2016
Section(s):01, 06
BADM 1040**

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Course Title:	Marketing
Pre-requisites:	None
Co-requisites:	None
Restrictions:	None
Credits:	0.50
Course Website (If applicable):	http://www.onlineguelphhumber.ca/
Method of Delivery:	3-0 (Lecture)

Calendar Description:

This course provides an overview as well as a foundation for further studies of all aspects of marketing as practiced in Canada today both domestically and internationally. Product, price, promotion and distribution frameworks are examined both as separate and integrated subsets of the marketing mix within strategies oriented toward satisfying consumer wants and needs to achieve organizational objectives.

Course Learning Outcomes

On completion of this course the student will be able to:

1. Explain the role of marketing in the economy as a whole and within organizations.
2. Describe the business environmental forces which affect marketing operations.
3. Use market research and information systems to identify target customers and aid decision making for marketing.
4. Describe the processes of market segmentation, positioning and consumer buying behaviour including at least four segmentation variables.
5. Differentiate between not-for-profit customers, business customers and individual consumers and create appropriate marketing strategies for each.
6. Describe the stages of the product life cycle and develop appropriate strategies to manage each stage.
7. Apply the features of product, distribution, promotion and pricing within the marketing mix to increase item demand in the market place.
8. Demonstrate the use of methods of evaluation to assess the effectiveness of the marketing mix and provide a basis for further marketing decisions.
9. Add to a personal portfolio by documenting competencies developed throughout this course.

Learning Resources

Required Textbook(s):

Title: Contemporary Marketing - LMS integrated eBook with MindTap
Author: Boone, Kurtz, Mackenzie, Snow
Edition: 4th Canadian Edition, 2016
ISBN: 9780176722067
Publisher: Nelson Education

*Note: Bound Textbook with MindTap ISBN: 9780176622145
or Bound Textbook only ISBN: 9780176530921 (need to purchase a MindTap Access Code
ISBN: 9780176595722)*

Note: Loose Leaf Textbook with MindTap ISBN: 9780176799109

Note: eBook with MindTap ISBN: 9780176595722

Course Schedule

Week	Topics	In-Class Discussion	Materials to Read(s), & or assignment for next week. (Prior to First Class Meeting: read Chapter 1)
1	<p>Introduction to the Course</p> <p>Introduction to Case Study Analysis</p> <p>Marketing: The Art and Science of Satisfying Customers</p>	<p>Marketing Course Content, Structure & Processes</p> <p>Case Studies Responses Guidelines</p> <p>Current Marketing Practice Issues Group Presentations Guidelines</p> <p>Marketing Math Exercises Process</p> <p>Chapter 1</p> <p>Weekly MindTap Homework Guidelines</p>	<p>Chapter 9</p> <p>Complete MindTap Homework</p> <p>Prepare Sample Integrative Case Study Response: - Porter Airlines</p> <p>Marketing Math: Exercises: Sets A&B: Market Analysis</p>
2	<p>Marketing Segmentation, Targeting, and Positioning</p>	<p>Chapter 9</p> <p>Due (not for marks): Sample Integrative Case Study Response: Porter Airlines</p> <p>Due: Marketing Math: Exercise Sets A&B: Market Analysis</p>	<p>Chapters 2 and 3</p> <p>Complete MindTap Homework</p> <p>Read and start thinking about Case Study Response #1 – Taco Bell</p>
3	<p>Strategic Planning in Contemporary Marketing</p> <p>The Marketing Environment, Ethics, and Social Responsibility</p>	<p>Chapters 2 and 3</p> <p>Due: Marketing Issues Presentations proposals</p>	<p>Chapter 8</p> <p>Complete MindTap Homework</p> <p>Marketing Math Exercises: Set C - Competitive Analysis.</p> <p>Prepare Case Study Response #1: - Taco Bell</p>
4	<p>Marketing Research, Decision Support Systems, and Sales Forecasting</p>	<p>Chapter 8</p> <p>Due: Marketing Math: Set C Exercises – Competitive Analysis.</p> <p>Due: Case Study Response #1: - Taco Bell</p>	<p>Chapter 5</p> <p>Complete MindTap Homework</p> <p>Marketing Math: Set D Exercises: Customer Analysis:</p>
5	<p>Consumer Behaviour</p>	<p>Chapter 5</p> <p>Due: Marketing Math: Set D</p>	<p>Review for Mid-Term Exam.</p>

Week	Topics	In-Class Discussion	Materials to Read(s), & or assignment for next week. (Prior to First Class Meeting: read Chapter 1)
		Exercises: Customer Analysis. Current Marketing Practice Issues, Presentations #1	
6	Mid-Term Exam: Chapters 1-3, 5, 8-9	Short Answer, Mini-Case, and Marketing Math questions Mid-Term Examination: All material covered and assigned from weeks 1 to 5	Chapters 10 and 11 Complete MindTap Homework Prepare Case Study Response #2 – Marvel
7	Product and Service Strategies Developing and Managing Brand and Product Strategies	Chapters 10 and 11 Due: Case Study Response #2: - Marvel	Chapter 16 Complete MindTap Homework
8	Pricing Concepts and Strategies	Chapter 16 Current Marketing Practice Issues Presentations #2	Chapters 6 and 7 Complete MindTap Homework Marketing Math: Set E,F,G&H Exercises: Financial Analysis
9	Business-to-Business (B2B) Marketing Serving Global Markets	Chapters 6 and 7 Due: Marketing Math: Exercises: Sets E,F,G,&H - Financial Analysis.	Chapters 12 and 13 Complete MindTap Homework Read and start thinking about Case Study Response #3 – Fitbay
10	Marketing Channels and Supply Chain Management Retailers, Wholesalers, and Direct Marketers	Chapters 12 and 13 Current Marketing Practice Issues, Presentations #3	Chapters 14 and 15 Complete MindTap Homework Prepare Case Study Response #3: - Fitbay Start Reviewing for Final Exam
11	Integrated Marketing Communications,	Chapters 14 and 15 Due: Case Study Response # 3 –	Chapter 4 Complete MindTap Homework

Week	Topics	In-Class Discussion	Materials to Read(s), & or assignment for next week. (Prior to First Class Meeting: read Chapter 1)
	Advertising, and Digital Communications Personal Selling and Sales Promotion	Fitbay	Continue Reviewing for Final Exam
12	Digital Marketing and Social Media: Living in the Connected World	Chapter 4 Course Review Current Marketing Practice Issues, Presentations #4	Continue Reviewing for Final Exam
Final Exam – (to be scheduled within final exam period) Please check www.guelphhumber.ca for exam schedules			

Evaluation and Due Dates

Students will be evaluated in this course through:

Final Comprehensive Exam (to be scheduled within final exam period)	35 %
Mid-term Exam	20 %
MindTap Homework completed before each Lesson (x best 8 @ 15%)	15 %
Mktg Current Issues - Grp Presentation	15 %
Case Study Responses (x 3 @ 5% each)	15 %
TOTAL	100%

** Please note that late submission of lesson preparation MindTap Homeworks, case study responses, and current issues presentations will not be permitted, except on documented evidence of medical, compassionate, or psychological grounds.

NOTE: All final exams are 2 hours in length and will be scheduled by Registrarial Services and available online at <http://www.guelphhumber.ca/registrar/schedules>

CASE STUDY RESPONSES AND IN-CLASS CASE DISCUSSION. (15% of course grade)

Case studies are learning devices designed to help students connect marketing concepts and theory with “real world” practice. Case studies allow students to develop skills in problem identification, analysis and decision making. “Case Study Response Guidelines” will be provided by the professor and discussed in week 1. In week 2 we will discuss a practice case study – Porter Airlines. Through the practice case study you will learn the structure of a logical process, which you can then use to prepare and submit individual or group written case study analyses/responses which are also used during the in-class case study discussions.

Three (3) case studies will be undertaken (see schedule). You are expected to come to class with a hard copy of your Case Study Response and be prepared to participate in and contribute to the in-class case study discussion. Your Case Study Response is to be handed-in electronically to the assignment drop-box for grading before the official start of class time. No late submissions will be graded.

Individual or Group Prepared Case Study Responses: (5% {each}) - Using the steps in the case study method, prepare a five (5) page case response with your analysis and recommendation for the case study scheduled for discussion. For a good grade, submit a group or individual case study response that is well edited and integrated.

MARKETING PRACTICE ISSUES: GROUP PRESENTATIONS AND DISCUSSION (15 % of course grade)

Discussing issues about marketing’s impact on consumers and society is an excellent device to sensitize students to social responsibility and ethics in marketing.

Student Presentations and discussions about a ‘**current marketing practice issue**’ will take place in four class periods. In Week 2 you will be assigned into groups of 4-6 students (depending on class size). Each group will be assigned a date in which they will present and lead a class discussion about a ‘marketing practice issue’. Each presentation is allowed 20 minutes.

What do we mean by - ‘marketing practice issue’? A marketing issue is something about the impact of marketing practices on consumers, consumer behaviour, the welfare of society at large, that a) consumers, b) regulators **and** c) marketing executives are debating or arguing about. For example: should Health Canada allow drug companies to advertise prescription drugs (which is allowed in the U.S.A.); should makers of genetically modified foods (GM) have to provide evidence that there are no long term negative consequences before they can be sold; what are the effects of advertising on children; or what about the effects of marketing practices (or products), on the physical environment. You can find debates and discussions about the impacts of marketing practices by reading newspapers, magazines (i.e. Macleans, Economist, Bloomberg), marketing magazines (i.e. Marketing, Strategy, etc.) academic journals (i.e. Journal of Marketing, etc.) or by searching the Internet.

When your group has chosen a current ‘marketing practice issue’, email a summary (< 1 page) to your Professor requesting approval of the topic. When the professor approves your issue topic by the third week your group will prepare an in-class presentation (no more than 10 minutes). The presentation should provide sufficient information for the other members of the class so that they will understand what the issue is, and be informed of at least the three different points of view

about the issue and evidence through the group's information sources. You should consider a variety of ways of providing information to the class – printed handouts, visual aids, Powerpoint slides, Prezis, etc. (do not rely solely on oral presentation). Following the presentation, your group will lead a class discussion about the ‘marketing practice issue’ (10 minutes). Your presentation and discussion-leading will be marked out of 15% on the following criteria.

Proposal to professor by the third week	2%
Description and explanation of the marketing practice issue	2%
Identification of the three competing points of view	2%
Connecting the issue to marketing concepts from the course	3%
Class discussion leadership	3%
Presentation style and impact	3%
TOTAL	15%

When you or your group are not presenting and leading a discussion you are expected to participate in discussing the issues presented by other groups.

*Students are responsible for organizing and managing their group and ensuring that their presentation is completed as scheduled. If a team member is not contributing to your group's efforts then a memo, signed by all members must be submitted to the professor, prior to the presentation, indicating the method of allocating the presentation grade (eg. A member could be given a zero or a grade less than the other team members). Otherwise the individual grade obtained will be the group grade received (for the presentation). **No Individual Presentations will be allowed.***

MARKETING MATH

The workbook notes for **MARKETING MATH: Introduction and Eight Exercises** will be provided to students through the course website. Throughout the semester (see the course schedule), we will complete Marketing Math Concepts and Exercises. You are expected to do the exercises before the class in which they are scheduled and attend class prepared to hand-in your answers. There are no official course marks for the exercises, however, the midterm and final exams include questions based on Marketing Math Concepts and Exercises.

MindTap Weekly Assigned Homework (15% of the course grade)

Students are to complete each week before class time online lesson preparation assignments hosted in the MindTap platform. The 15% course grade will be calculated using the best 8 grades obtained by the student in the weekly Homework assignments. No late completion of the assigned lesson preparation Homework will be graded. *The MindTap material will remain available to students to study for exams.*

Drop Box Policy

If late submissions are permitted by the late policy of this course outline, such assignments submitted after the due date must be electronically date stamped and placed in the secure assignment drop box, located on the second floor in the Learning Commons.

NOTE: The University of Guelph-Humber Undergraduate Calendar states:

“Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.”

Accordingly, instructors may decide to use originality checking services, such as Turnitin.com, to ensure that submitted work conforms with the university’s Academic Misconduct policy. Students will be notified of such a requirement in advance by the instructor. More information on Academic Misconduct is included below in this outline.

Academic Policies

Important University of Guelph-Humber Academic Regulations

Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Academic Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

Students are encouraged to review the policy:

<http://www.uoguelph.ca/registrar/calendars/guelphhumber/current/c07/c07-amisconduct.shtml>

Grading Procedures

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress on learning objectives. Feedback often goes beyond grading-an indication of the standard achieved-to include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the

University of Guelph is committed to providing students with appropriate and timely feedback on their work. **Instructors must provide meaningful and constructive feedback prior to the 40th class day.** This may include but is not exclusive to returning papers, assignments, in-class or laboratory quizzes, laboratory reports, or mid-term examinations prior to the 40th class day. In research and independent study courses, instructors must provide students with a realistic idea of their performance by discussing progress directly with the student and, if necessary, identify specific areas for improvement. This may include the assessment of a research plan, literature review, annotated bibliography, oral presentation or other assessment tools.

Missed Final Exams / Deferred Privileges

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical, psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

It is the student's responsibility to be familiar with the University's policies and Academic Regulations. These policies can be found at: <http://www.guelphhumber.ca/registrar/policies>.