

Course ID:	Course Title:	Fall 2020
BUS 280	Marketing	Prerequisite: BUS 100
		Credits: 3

Class Information		Instructor Information		Important Dates	
Lectures:	Wednesday and Fridays	Instructor:	Joni Avram BA, JD, MSc.	First day of classes:	September 9
Time:	1:30 – 3:00	Email:	joni@causeeffect.ca	Last day to add/drop, or change to audit:	September 20
Room:	Airhart Theatre	Cell:	(403) 617-5496	Last day to request revised exam:	November 2
Tutorial:	n/a	Office:	n/a	Last day to withdraw from course:	November 20
Final Exam:	TBC	Office Hours:	by appointment	Last day to apply for coursework extension:	November 23
				Last day of classes:	Dec. 11

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 Value Continuum (Function, Price, Experience, Meaning) will be introduced and various marketing strategies catering to different industries will also be examined by means of case studies.

Expected Learning Outcomes

It is the aim of the course that students acquire the following skills:

1. Learn and understand core ideas, theories, models and methods of the modern marketing discipline.
2. Solve marketing challenges by applying learned principles of the discipline and relying on their creative & critical thinking and developing lifelong learning skills.
3. Learn and practice being a marketing practitioner – i.e. someone who appreciates the interconnectedness of the marketing function with other functional areas of an organization, and uses the logic of customer-centered thinking to understand and respond to the needs and wants of the target market. In this way companies are able to build and maintain long-term critical connections with their customers.
4. Develop and strengthen sense of self-efficacy in making marketing and other business decisions and in analysing & presenting resulting outcomes to superiors.
5. Critically analyze marketing situations, consider various elements of the marketing mix, specific marketing tools and related theory, and bring them together into implementable sets of decisions that offer appropriate marketing solutions.

Textbooks

Lamb et al. (2019). *MKTG* (4th Canadian ed.). Toronto: Nelson. **(Note: the 3rd edition is acceptable, but you are responsible for ensuring that you are reading the correct chapters. The chapter order has changed slightly in the 4th edition. All chapter readings and assignment references will correspond with the 4th edition.)**

Additional assigned readings (TBD)

Course Requirements and Evaluation:

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

Class Participation and Attendance	10%
Graded Discussion: Soul of the Next Economy Forum	3%
Marketing Brochure Assignment	20%
Marketplace Live Simulation:	
Balanced Scorecard and Group Performance	8%
Report to Executive Board and Class Presentation	12%
Midterm 1 (Covers first third of course)	15%
Midterm 2 (Covers second third of course)	15%
Final Exam (Comprehensive with greater focus on last third of course)	20%

Note: To pass the course, students must achieve an overall grade of at least 50% overall, as well as, achieve an average of 50% on the exam component of the course.

Submission of Assignments:

All assignments (unless otherwise notified) are to be submitted via Moodle. Late assignments will lose 10% per day late. Assignments will not be accepted more than five days late.

In the case of legitimate or approved absence, and at the instructor's discretion, the assignment date may be rescheduled if practicable. In the alternative, the marks may be reallocated to other components of the course grade.

Class Participation and Attendance:

A key 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 and chapter review summaries ahead of time, completing exercises (as assigned) in advance of in-class discussions, and actively participating in these discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to participate effectively in the marketplace. 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 these circumstances can be considered.

Grading Rubric – Class Participation and Attendance

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Attendance (40%) (Excludes certain excused absences such as Ambrose athletic team practices and out-of-town games)	Misses no more than two classes (100%)	Misses three classes (80%).	Misses four classes (60%)	Misses five or more classes (40%); misses six or more classes (0%)
Group Discussions and Contribution Quality (60%) Pursues thoughtful and rigorous lines of discussion, addresses relevant issues, builds on others' ideas, synthesizes across readings and discussions, challenges assumptions and perspectives, expands the group's or class' perspective.	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.

Graded Discussion

In the lecture following the Soul of the Next Economy Forum, we will have a graded discussion on topics emerging from the Forum. You will need to attend at least three sessions of the online Forum from which to base your input for this discussion.

The assessment for this discussion will involve a specifically graded class participation. Your participation (3% for this discussion) will be graded as follows: Very Active (minimum three insightful comments) – 95%; Active (minimum two insightful comments) 85%; Moderate (two comments, but limited engagement or passion) – 75%; Modest (one insightful comment) – 60%; Inactive (attends but no comments or insightful comments) – 30%; Did Not Attend – 0%.

If you are not able to attend at least three online sessions, you will be required to submit a 650 – 750 word essay related to marketing and ethics (specific subject to be determined in discussion with the instructor). The essay must have at least three quality external sources, and must include in-text citations and a works cited page (APA format). The essay will also be worth 3%.

Marketing Brochure Assignment

Purpose:

Integrate the skills of strategic planning and promotion by creating a goods or services brochure.

Instructions:

- Choose an existing or imagined good or service to promote.
- Design a brochure for that good or service.
- Provide a 1200-1400 word executive summary that addresses the strategic planning and message considerations.
- Present both your brochure and the key ideas of your summary through a 7-9 minute in-class presentation (PowerPoint or equivalent).
- You may work individually or in pairs. The assignment is due on November 27.

PART ONE: Brochure Design

Strategic Planning Considerations:

- For context, gather information about an existing company, its overall objectives, value proposition, market differentiation, and marketing strategy. If you're choosing an imagined good or service, you'll need to create this background context.
 - Remember, your brochure should be consistent with the company's marketing strategy.
- Identify the good or service's target market. What do you know about this target that can help you design the brochure?
 - Describe your target market in terms of demographic, life cycle, or psychographic segmentation.
- Identify the good or service's target market. What do you know about this target that can help you design the brochure?
 - Describe your target market in terms of demographic, life cycle stage, or psychographic segmentation.

Message Considerations:

- Identify the compelling need you are meeting and the corresponding message that will resonate with your target.
 - Is the message consistent with company brand and with other messages the company has sent via the various forms of media (print, video, social media)?
 - What need are you addressing?
 - How receptive will your target market be to the message?
 - What's interesting about the way you're presenting your message?
- Identify your brochure's purpose. Is it to inform, persuade, remind, connect, or reconnect to the target? (See chapter 16-3 for more information.)
 - If there's an informational element, include where good or service is available, hours of operation, contact information, etc.
 - What is your call to action?
- Be sure to follow the AIDA concept (attention, interest, desire, action) in designing your brochure. (See chapter 16-5 for more information).
- Determine the nature of your appeal (e.g., profit, health, fun and pleasure, etc., see exhibit 17.1 for more examples)
- Determine the executional style for your brochure (e.g., lifestyle, humorous, mood, etc., see exhibit 17.2 for more examples)
- Determine the extent to which the company or product brand will be used in your brochure.

Design Format:

- There is no set (physical) format for the brochure. The standard tri-fold brochure is typically made with an 8.5"x11" sheet of paper (double-sided). However, you are not limited to that format. The key is to consider how the design can best reinforce the message.
- While the physical format is flexible, the design and graphics (including fonts and colours) is critical.
 - It needs to be both imaginative and eye-catching to the target audience, and
 - It needs to fully align with the strategic planning and message considerations.
- Here's a website with some creative brochure designs: <https://designschool.canva.com/blog/brochure-design/>

PART TWO: Executive Summary Report

Format and Style of Executive Summary

The executive summary should include the following elements:

- Address the required elements as outlined in the rubric
- Title Page
- Alphabetized reference section (following APA style) of any sources used.
- There is no need for citations within the report.
- Double-spaced
- 12-Point Font Size
- Headings and subheadings
- 1200 – 1400 words
- Report is to be submitted in Moodle prior to the start of class on November 27th.

PART THREE: In-class Brochure Presentation

Format and Style of Presentation

The presentation should include the following elements:

- Address the required elements as outlined in the rubric
- Use PowerPoint or an alternative presentation application
- Take 7-9 minutes
- Presentation is to be made class on November 27th.

Brochure, Executive Summary, and Presentation Grading Breakdown

Brochure Design (50%)
Alignment with promotion objectives and target audience (10%)
Appropriate fonts, colours, and image (10%)
Creativity (10%)
Accessible: Clear and concise design; jargon-free (10%)
Call to action: Easy for readers to respond (10%)
Executive Summary (30%)
Strategic Planning (includes target market identification) (8%)
Message (AIDA, promotion objectives, nature of appeal, executional style) (14%)
Executive summary organization and mechanics (8%)
Presentation (20%)
Verbal: Communication and Delivery (6%)
Verbal: Organization and flow (4%)
Slides: Design, creativity and graphics (6%)
Slides: Content (4%)

Marketplace Live Simulation:

The Marketplace Live simulation is a transformational experience. You will learn what it will be like to compete in the fast-paced, competitive market where customers are demanding and the competition is working hard to take away your business.

In the Marketplace, you start up and run your own marketing division, struggling with marketing fundamentals and the interplay between product, price, place, promotion, budgets and financial performance. You are given control of a simulated business and must manage its operations through several decision cycles. Repeatedly, you must analyse your progress, plan a strategic response to improve your progress, select the tactical options to implement that strategy, and then execute the strategy and tactics out into the future. You face great uncertainty from the outside environment and from your own decisions. Incrementally, you will learn to skillfully adjust your strategy as you refine the results of your real-life decisions, considering available options, linkages to other parts of the business, conflicts, trade-offs, and potential outcomes.

Here is a list of what Marketplace players do:

- Analyse market research data
- Design brands to appeal to different market segments
- Devise advertising campaigns, sales force plans, and pricing options
- Plan and roll out a marketing campaign
- Manage cash
- Compete head-to-head with other business teams
- Adjust strategy and tactics in response to financial performance, competitive tactics, and customer needs.

The specific goal of the exercise is to develop your marketing management skills by giving you an integrated perspective of the entire marketing operation. Specifically, the exercise can:

- Develop strategic planning and execution skills within a rapidly changing environment
- Crystallize the linkages between marketing decisions and financial performance
- Instil a bottom line focus and the simultaneous need to deliver customer value
- Internalize how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focus marketing tactics
- Promote better decision-making by helping individuals see how their decisions can affect the performance of marketing activities & the organization as a whole
- Facilitate learning of important marketing concepts, principles and ways of thinking
- Build confidence through knowledge and experience

Organization of the Exercise

Each quarter or decision period has a dominant activity and a set of decisions that are linked to it. These dominant activities take you through the product and firm life cycle from introduction, to development, to growth, to near maturity. As you work through your firm's life cycle, we will phase in the disciplinary material as it becomes relevant to the current decisions of the team.

Each quarter's activities not only result in new material being introduced, but also build upon the prior content, so that there is considerable repetition. Understanding and applying the principles related to value creation in product design, pricing, distribution and sales force management, ad copy design, media planning, budgeting, profit analysis, and strategic planning and management require repetition in order to set them into the natural thinking of the students.

You will be given a license number to sign up for your game at <http://game.ilsworld.com/>. Please note that the license number you receive can be used only once. It is void after one use; so you cannot share the license numbers.

Report to Executive Board of Corporate Headquarters

A written report regarding your performance and marketing strategy over the course of the firm's six quarters is required at the end of the exercise. Here is the required format for the report:

Format: 6-8 pages plus appendices

The Report to the Executive Board should include the following components:

1. Review your financial and market performance during the six quarters
2. Highlight the key elements of the firm's marketing plan throughout the exercise
 - Brand Strategy
 - Pricing Strategy
 - Advertising Strategy
 - Sales Channel
3. Assess your current situation and the market (what are your firm's strengths and weaknesses?)
4. Summarize how you have prepared your firm to compete in the future.
5. What were the lessons learned?

Please provide an alphabetized reference section (following APA style) of any sources used. There is no need for citations within the report.

Marketplace Live Grading Breakdown

Balanced Scorecard: Simulation Results (8% of total grade)
Marketplace Live Report and Presentation (12% of total grade) The breakdown of this 12% is as follows:
Report: Summary of financial and market performance (12%)
Report: Marketing plan (brand, pricing, advertising, and sales strategy (12%)
Report: Firm assessment: strengths and weaknesses (12%)
Report: Firm assessment: looking forward - future and lessons learned (12%)
Report: Organization and mechanics (12%)
Presentation: Organization and flow (8%)
Presentation: Communication and deliver (10%)
Slides: Design, creativity, and graphics (10%)
Slides: Content (4%)

Grade Summary:

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

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

Weekly Reading and Assignment Schedule:

Date	Class Topic/Chapter Title	Text Chapters (Refers to Lamb, 4 th ed.)	Marketplace Live Quarter and Assignment Due Dates
Sept 9 th	Course Overview		
Sept 11 th	An Introduction to Marketing	Chapter 1	
Sept 16 th	The Marketing Environment, Social Responsibility, and Ethics	Chapter 2	
Sept 18 th	Strategic Planning for Competitive Advantage	Chapter 3	
Sept 23 th	Marketing Research	Chapter 5	
Sept 25 th	Consumer Decision Making	Chapter 6	
Sept 30th	Midterm Exam 1: Chapters 1-3, 5, 6		
Oct 2 nd	Marketplace Live Introduction		
October 7	No Daytime Classes: Deeper Life Conference		
Oct 9 th	Segmenting, Targeting, and Positioning	Chapter 8	
Oct 9 th	Product Concepts 1	Chapter 10	
Oct 14th	Product Concepts 2 Marketplace Live Quarter 2 Preview		Marketplace Live Quarter 1 due by 11:45 p.m.
Oct 16 th	Developing and Managing Products	Chapter 11	
Oct 21st	Services Marketing (note: not covering the non-profit marketing section)	Chapter 12	Marketplace Live Quarter 2 due by 11:45 p.m.
Oct 23 rd	Setting the Right Price Marketplace Live Quarter 3 Preview	Chapter 13	
Oct 28th	Midterm Exam 2: Chapters 8 and 10-13		
Oct 30th	Marketing Communications Marketing Brochure Discussion	Chapter 16	Marketplace Live Quarter 3 due by 11:45 p.m.
Nov 4 th	Marketing Communications	Chapter 16	

Nov 6th	Marketing Communications	Selected Topics from Chapters 17-19	Marketplace Live Quarter 4 due by 11:45 p.m.
Nov 8 th	Marketing Communications	Selected Topics from Chapters 17-19	
Nov 9-13	No Classes: Reading Week		
Nov 16-20th	Soul of the Next Economy Forum: participate in at least three sessions		
Nov 18nd	Marketing Channels and Supply Chain Management 1	Chapter 14	Marketplace Live Quarter 5 due by 11:45 p.m.
Nov 20 th	Marketing Channels and Supply Chain Management 2		
Nov 25 th	Soul of the Next Economy Forum: Graded Discussion		
Nov 27th	Marketing Brochure Assignment Presentations Note: the executive summary is due before class, while the brochure and presentation are due in class		Marketplace Live Quarter 6 due by 11:45 p.m.
Dec 2 nd	Retailing 1	Chapter 15	
Dec 4 th	Retailing 2		
Dec 9th	Marketplace Live Presentations		
TBC	Final Exam		

Ambrose University Academic Policies:

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. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntarily withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

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.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a

laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. 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.

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 deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

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 Registrar's Office in writing and providing the basis for appeal 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. If the appeal is sustained, the fee will be refunded.

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 college. 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.

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