

## COURSE DESCRIPTION

Marketing 2210 introduces students to the concept of marketing. It includes the analysis of marketing problems/opportunities, emphasizing various alternatives available for achieving marketing efficiency/effectiveness.

## MKT 2210: Fundamentals of Marketing Syllabus COURSE OBJECTIVES

After successfully completing this course you will be able to:

- Describe marketing practices of organizations.
- Describe customer behaviour and markets and how to satisfy them.
- Explain theories, applications, and case studies relating to customer satisfaction, consumer behaviour, market segmentation, product development, pricing/promotion models, marketing logistics, personal selling, and strategic marketing processes.

## COURSE MATERIALS

The following required materials are available for purchase from the [University of Manitoba Bookstore](#). Please order your materials immediately, if you have not already done so. See your [Distance and Online Education Student Handbook](#) for instructions on how to order your materials.

### REQUIRED TEXTBOOK

- Crane, Kerin, Hartley, and Rudelius, Marketing, 9th Canadian Edition, McGraw-Hill Ryerson Ltd., 2011.

### REQUIRED HARDWARE AND SOFTWARE

You require the following items for your computer for this course:

- Headset with microphone (or separate microphone and speaker)
- Webcam/Video recording device (eg. video camera, smart phone, webcam, tablet)

You will also need to install the following software on your computer for this course:

- Flash plug-in for Adobe Connect. Note that the first time you use Connect you will be prompted to install this software, if it is not already present, with a link to the installation site.

We strongly recommend that you install and test all required software immediately. If you encounter difficulties installing your software contact [de\\_support@umanitoba.ca](mailto:de_support@umanitoba.ca).

## COURSE OVERVIEW

This course surveys the marketing practices of organizations. It includes analysis of customer behavior and markets, and methods of satisfying them. Students will be introduced to theories, applications and case studies relating to: Customer Satisfaction, Consumer Behaviour, Market Segmentation, Product Development, Pricing/Promotion models, Marketing Logistics, Personal Selling, and Strategic Marketing processes.

### TEACHING METHOD

This class will follow an informal lecture-discussion format. Students should be prepared to discuss readings that are assigned for each class. Lectures and textbook readings which focus on theoretical concepts may be supplemented with case studies of real-world examples. Students are encouraged to read relevant items in the public press and bring them to share with the class to help develop critical thinking skills, which will enhance your ability to analyze cases.

We will be using Adobe Connect for scheduled synchronous class discussion sessions.

### TOPICS

- Value, Satisfaction, Relationships, Experiences
- Successful Marketing Strategies
- Ethics and Social Responsibility in Marketing

- Consumer Behaviour and Organizational Markets
- Global Markets
- Market Segmentation, Targeting and Positioning Marketing
- Managing Products and Brands
- Managing Services
- Pricing Products and Services
- Managing Marketing Channels and Supply Chains
- Retailing
- Integrated Marketing Communications and Direct Marketing
- Advertising, Sales Promotion, Public Relations, Personal Selling

### LEARNING ACTIVITIES

In addition to PowerPoint-based lecture modules (approximately six per chapter; each averaging ten minutes in length), there will be synchronous sessions every second week when students and the instructor will analyze a case study. Students will be invited to explore the following: key problem/opportunity identification, alternative analysis, recommendation and implementation plans.

## EVALUATION AND GRADING

### DISTRIBUTION OF MARKS

Evaluation	Percentage
Midterm test	25%
Individual Assignment (report)	30%
Individual Assignment (presentation)	10%
Final examination	35%
<b>Total</b>	<b>100%</b>

### GRADING SCALE

Letter Grade	Percentage Range	Percentage Range
A+	90 – 100 (4.5)	Exceptional
A	85 – 89 (4.0)	Excellent
B+	80 – 84 (3.5)	Very good
B	75 – 79 (3.0)	Good
C+	70 – 74 (2.5)	Satisfactory
C	60 – 69 (2.0)	Adequate
D	50 – 59 (1.0)	Marginal
F	less than 50 (0)	Failure

**Note:** All final grades are subject to departmental review.

### ASSIGNMENTS

#### (i) Individual Assignment – Paper Component (30%)

As an individual assignment, you will be challenged to create a one-year Marketing plan for an existing store, product, or service of a Manitoba-based company.

The components that are critical to the assignment's success (and should be addressed in your paper) are:

1. Brief Company Description
2. Strategic Plan/Focus
3. Existing Situational Analysis
4. Proposed product/service focus
5. Proposed Marketing strategy
6. Proposed Marketing Mix
7. Financial projections
8. Implementation Plan
9. Monitoring and Evaluation

**Note:** You can choose your own Manitoba-based company, but must first get approval of your selection from the instructor. Given that students cannot select the same business, businesses will be reserved on a first come, first served basis.

The report will be a maximum of **ten pages**; double spaced (excluding the title page, and a reference page). The paper will use 12-point Times New Roman text and one-inch (2.54 cm) margins.

#### **(ii) Individual Assignment - Presentation Component (10%)**

You will post a five-minute presentation (to be evaluated by the Instructor) that will summarize your marketing plan.

You are encouraged to be creative in the manner in which your presentation is conducted. However, the inclusion of any video clips from any source is not allowed. Finally, you are to be attired in professional business clothing when making the presentation.

**Note:** Detailed instructions about the assignments are found in the assignment section in your course website.

#### **Midterm Test**

The midterm will be written online. Further instructions will be posted in the course announcements on the course website.

#### **Assignment due dates**

Consult your course schedule for the assignment due dates.

#### **EXAMINATION**

The final exam will be three hours in length. It will be a combination of multiple choice and/or short answer questions, plus a case study. Although the multiple choice and short answer questions are focused on the second half of the course, it is recommended that students review all course material in preparation for the case study given that a student might decide to use material from throughout the course to provide the best case solution.

**Note:** The final exam will be conducted at the University of Manitoba, Fort Garry campus or at an alternate location off-campus. **All students must declare** an exam location. The Registrar's Office is responsible for scheduling the final exam. Once finalized, the exam date and time information will be posted on the University of Manitoba Exam site.

### **PLAGIARISM, CHEATING, AND EXAMINATION IMPERSONATION**

You should acquaint yourself with the University's policy on plagiarism, cheating, and examination impersonation as detailed in the General Academic Regulations and Policy section of the University of Manitoba Undergraduate Calendar. Note: These policies are also located in your Distance and Online Education Student Handbook or you may refer to Student Affairs at <http://www.umanitoba.ca/student>.

#### **DISTANCE AND ONLINE EDUCATION STUDENT RESOURCES**

In your course website there are links for the following:

- Contacting Distance and Online Education Staff

- Distance and Online Student Handbook
- Distance and Online Education Website

## ACKNOWLEDGMENTS

<b>Content specialist:</b>	Dave Kernaghan Marketing I.H. Asper School of Business The University of Manitoba
----------------------------	-----------------------------------------------------------------------------------------------

David Kernaghan is presently an instructor with the Asper School of Business. The primary focus of his courses is in the area of Domestic Marketing, International Marketing and Organizational Behaviour.

Prior to joining Asper, Mr. Kernaghan was an educational consultant with a focus in the area of Senior Client Management and Project Management.

Mr. Kernaghan is a graduate of the University of Manitoba with an MBA (2002). In addition, he is a graduate of 'Key Account Management' (York University: 2001), and Canadian Institute of Management; Honours (1992).

<b>Instructional designer:</b>	Rodger Graham Distance and Online Education The University of Manitoba
<b>Web developer:</b>	Tara Smilinski Distance and Online Education The University of Manitoba

Copyright © 2015. All rights reserved. No part of the material protected by this copyright may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or otherwise without the prior written permission from the copyright owner.

University of Manitoba, Distance and Online Education