



Business Administration

Course Number:	BUAD 116
Course Title:	MARKETING
Credits:	3
Calendar Description:	This course introduces students to the principles and practices of marketing and how they can be applied to organizations. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing. <i>(also offered by Distance Education)</i>
Semester and Year:	Winter 2015
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA & Diploma - Required
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Credit may be received by passing a challenge exam
Originally Developed:	1984
EDCO Approval:	February 2000
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Alan Rice	762-5445 #4879	Kelowna: B216H	arice@okanagan.bc.ca
Michael Orwick	#4683	Kelowna: C235	morwick@okanagan.bc.ca
Mark Ziebarth	#email	Kelowna: C240C	mziebarth@okanagan.bc.ca
Colin Wilson	#email	Kelowna: H122B	cwilson@okanagan.bc.ca
Sheilagh Seaton	#3212	Penticton: PC230	sseaton@okanagan.bc.ca
Louise Wallace	#email	Salmon Arm: 005B	lwallace@okanagan.bc.ca
Andrew Klingel	#2230	Vernon: C335	aklingel@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

- Explain the central role of marketing in decision-making by learning basic marketing concepts and principles and how they apply to organizational performance.
- Differentiate the various forms of promotion.
- Apply the basic concepts of pricing models and pricing.
- Examine the distribution process.
- Illustrate the process of product design.
- Explain the segmentation and targeting of markets.
- Describe how market research enhances strategic decision-making.
- Conduct an environmental scan to identify market trends and demographic changes.

Course Objectives

This course will cover the following content including:

1. Define the marketing process and how value is created for customers and relationships built.
2. Recognize the changing marketing landscape and identify trends and current issues.
3. Discuss marketing role's in strategic planning and the major activities involved in managing a customer-driven marketing strategy and marketing mix.
4. Explain sustainable marketing and the role of ethics in marketing
5. Identify the environmental forces that affect an organization's ability to serve its customers and strategies to react to the marketing landscape.
6. Outline the steps in the marketing research process and how organizations analyse and use marketing information.
7. Discuss the consumer and business market, list the steps in the buyer decision process and identify factors that influence buyer behavior.
8. Define the major steps in designing a customer-driven marketing strategy and how to segment and attract market segments to best position organizations for competitive advantage.
9. List the steps in the new product development process and describe the stages of the product life cycle and how marketing strategies adapt and change to the needs of the product.
10. Compare products to service and identify the distinguishing marketing features
11. Explain the concept of a brand and the methods marketers engage consumers through brand communications.
12. Identify major pricing strategies and the external and internal factors which affects marketers' pricing decisions.
13. Describe the major types of marketing channel partners and the role of supply chain management and logistics in an organization's distribution system.
14. Define the five promotion mix tools for communicating customer value and how advertising and public relations strategy is developed and used to communicate with customers.

Course Objectives (con't)

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| <p>15. Discuss the personal selling process and explain sales promotion techniques and how these marketing tools create value and build customer relationships.</p> <p>16. Identify and explain direct marketing and how organizations have responded to new technologies with online marketing strategies.</p> <p>17. Summarize the 4 P's of the marketing mix and discuss how an effective marketing program integrates these elements to deliver superior value to customers.</p> |
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Evaluation Procedure

Term Work	20%
Mid-term Exams	25%
Term Project	30%
Final Exam	25%
Total	100%

Notes

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| <p>Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), <u>no work</u> will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.</p> |
| <p>Please note that students must obtain a minimum of 25% of the 50% allocated to the quiz, mid-term exam and the final exam in order to pass this course.</p> |
| <p>There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.</p> |
| <p>Term Work (20%)
The Term work grade will be based the individual professor's decisions. It may include (but not limited to) quizzes, class participation, in-class work, and homework assignments.</p> |
| <p>Term Project (30%)
The project has two components:
a. Marketing Paper (20%)
b. Marketing Presentations (10%)
Please see assignment handout and professor for detailed instructions. You will be required to submit an electronic copy of the marketing papers to facilitate screening for plagiarism.</p> |
| <p>Final Exam (25%)
The final exam is somewhat cumulative, with an emphasis on chapters since the mid-term exam.</p> |

Required Texts/Resources

<p>Lamb, Hair, McDaniel, Kapoor, Appleby & Shearer. (2013). MKTG, Second Canadian edition. Toronto, Ontario: Nelson Education Ltd.</p>
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Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	5	Introduction to Course Overview of Marketing	Ch 1
	12	Marketing Environment, Social Responsibility, and Ethics Strategic Planning	Ch 2 Ch 3
	19	Decision Support Systems & Marketing Research Consumer Decision-Making	Ch 4 Ch 5
	26	Mid-term Exam #1 (Chapters 1 - 5) Business Marketing	Ch 6
Feb	2	Segmenting, Targeting, and Positioning Product Concepts	Ch 7 Ch 9
	9 - 13	READING BREAK (<i>Feb 9 to 13 – no classes</i>)	
	16	Developing and Managing Products Services and Non Profit Marketing	Ch 10 Ch 11
	23	Marketing Channels and Supply Chain Management Retailing	Ch 12 Ch 13
Mar	2	Mid-term Exam #2 (Chapters 6, 7, 9 - 13) Integrated Marketing Communication	Ch 14
	9	Advertising & Public Relations Social Media and Marketing	Ch 15 Ch 16
	16	Sales Promotion & Personal Selling	Ch 17
	23	Pricing Concepts Setting the Right Price	Ch 18 Ch 19
	30	Paper Due Presentations Part 1	
Apr	7 to 14	Presentations Part 2 Review	
Apr	17 - 25	Final Exam Period	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.