Business Administration

Course Number:	**BUAD 278**
Course Title:	**MARKETING MANAGEMENT**
Credits:	3
Calendar Description:	Through the use of practical cases this course aids the marketer and manager in establishing a rational process to approach marketing issues. Greater depths and relationship between the marketing areas of production, people, promotion and distribution and pricing are explored and developed into a complete marketing plan.
Semester and Year:	**Winter 2015**
Prerequisite(s):	BUAD 116 with a minimum grade of 60%
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective - BBA & diploma, Marketing option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Development Date:	November 2011
Revision Date:	November 2012

Chair's Approval:

Professors

Name	Phone number	Office	Email
Mark Ziebarth	762-5445 #4378	Kelowna: C240C	mziebarth@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

- Conduct a comprehensive situation analysis.
- Articulate clear decision statements.
- Develop and articulate viable alternatives based on information derived from the situation analysis.
- Demonstrate analytical skills assessing alternatives, financial implications, and the level of risk in decisions.
- Justify recommendations using information derived from the situation analysis and analysis of the alternatives.
- Demonstrate an ability to think critically (to question information, to fully analyze situations, and to be able to present compelling arguments for one's recommendations based on sound logic and rationale as opposed to "gut feel").
- Demonstrate a complete understanding of marketing theory and the need to coordinate the elements of the marketing mix.
- Critically evaluate the marketing strategies of companies and have an opinion as to their effectiveness.

Course Objectives

This course will cover the following content including:

- *Please refer to the Course Schedule and the Course Moodle Page for weekly topics, deliverables and learning objectives*.

Evaluation Procedure

Case Study Presentation (Written and Oral)	35%
Peer & Self Evaluations	10%
Term Work (Attendance and Contribution)	25%
Mid-term Exam	30%
Total	100%

Notes

ASSIGNMENTS: The assignments for this course will take the form of case studies. In general, the case study analysis and evaluation will proceed as follows (this process is subject to change).
Prior to the class in which the case study is to be covered, each student is required to read the case study and prepare a draft analysis using the information provided with the case study, and the techniques covered in previous classes. Students may consult with the other class members in preparing the draft analysis, but each student is expected to come to class having completed their own analysis, and will turn it in for credit.
Students will create a case group (3 students/group) for the purposes of preparing the complete case study. Each group will be responsible for submitting 3 complete case studies during the semester.
The case groups will meet to discuss and collaborate on the preparation of a group response/case brief. Case group members will prepare a written analysis of the case and present it to the class.
A class discussion of the case and any underlying concepts and issues will follow the student presentations.
A peer rating (contribution of each case group member to the case study) and self-evaluation (rating one's own contribution) must be completed by each group member and submitted to the professor via email within 24 hours from the end of the class in which your case was presented. A student who fails to submit a peer and self-evaluation within this time will forfeit his/her peer and self-evaluation marks for that case. (9-point scale—no one receives same mark)
Students who are not present for classes during which his/her case is to be analyzed, will forfeit the marks for that case.

Required Texts/Resources

Marketing Management, 11th Ed., Peter & Donnelly, McGraw-Hill Irwin, 2013.
Supplementary Materials: Use of supplementary materials gathered from texts of previous classes, or other initiatives such as Internet searches or reading of current business periodicals or publications like "The Globe and Mail", "Business Week", "Canadian Business", may enhance your analysis substantially.

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	8	Intro to Course Strategic Planning & Marketing Management Case Analysis Framework	Ch 1 & Section ll (p.217-230)
	15	Marketing Research Case 1 (McDonalds) Discussion	Ch 2
	22	Case 1 Presentation Market Segmentation Case 6 (Panera) Discussion	Ch 5
	29	Case 6 Presentation Product and Brand Strategy Case 7 (Starbucks) Discussion	Ch 6
Feb	5	Case 7 Presentation New Product Planning & Development Case 10 (Lego Group) Discussion	Ch 7
	9 - 13	READING BREAK *(Feb 9 to 13 – no classes)*	
	19	Case 10 Presentation Integrated Marketing Communications Case 11 (Sony Playstation) Discussion	Ch 8
	26	Case 11 Presentation Personal Selling Case 13 (Red Bull) Discussion	Ch 9 & Section lll (p.231-240)
Mar	5	Case 13 Presentation Distribution Strategy Case 15 (Ikea) Discussion	Ch 10
	12	Mid-term Exam (Chapters 1-2, 5-10, and Sec II & III)	
	19	Case 15 Presentation Pricing Strategy Case 19 (Walmart) Discussion	Ch 11
	26	Case 19 Presentation Marketing of Service Case 22 (Clearwater) Discussion	Ch 12
Apr	2	Case 22 Presentation Global Marketing Case 23 (E&J Gallo) Discussion	Ch 13
	9	Case 23 Presentation Mind-mapping Business Acceleration	
Apr	17 - 25	Final Exam Period (No Final Exam)	

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.