



COURSE OUTLINE

SCHOOL OF BUSINESS

COURSE NAME: Marketing Seminar – B406 and B409
COURSE CODE: MARK 1024
CREDIT HOURS: 28
PREREQUISITES: None
COREQUISITES: None
PLAR ELIGIBLE: YES (X) NO ()
EFFECTIVE DATE: September 2009
PROFESSOR: _____ **OFFICE #:** _____
PHONE: 416-415-5000 **EMAIL:** _____

NOTE TO STUDENTS: Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
ORIGINATOR: _____	_____	_____
	SIGNATURE	DATE
CHAIR: _____	_____	_____
	SIGNATURE	DATE
DATE OF REVISION: _____		

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

This speaker series brings the students in contact with industry and helps them build a network of contacts and gain a better understanding of careers in customer relationship marketing, direct and database marketing industry and the financial services industry. Topics complement the core courses particularly Marketing Management and Database Marketing.

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		X	X	7. locate, select, organize and document information using appropriate technology and information sources			
2. respond to written, spoken or visual messages in a manner that ensures effective communication		X	X	8. show respect for the diverse opinions, values, belief systems, and contributions of others		X	X
3. execute mathematical operations accurately				9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals			
4. apply a systematic approach to solve problems				10. manage the use of time and other resources to complete projects			
5. use a variety of thinking skills to anticipate and solve problems				11. take responsibility for one's own actions, decisions and consequences			
6. analyze, evaluate, and apply relevant information from a variety of sources							

COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

1. Reflect by writing a summary of key learning from each speaker that is applicable to your career
2. Discuss processes and resources for building a network of industry contacts

DELIVERY METHODS / LEARNING ACTIVITIES: Guest speakers and Reflective journaling.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

Required: None

TESTING POLICY: None

ASSIGNMENT POLICY: Must attend 80% of classes and hand in reflective journals that indicate your learning from the speaker and hand in a final report.

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Journals	One page journal – 10 @ 8%	1	1,2,8		80%
Final Report	Discussion of industry resources you will use to develop your career and job prospects	1, 2	1,2		20%
				TOTAL:	100%

GRADING SYSTEM

The passing grade for this course is: 50 %

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to www.georgebrown.ca/policies

B406/ B409 Database Marketing/ Financial Services MARK 1024, Fall 2009
TENTATIVE TOPICAL OUTLINE:
Thursdays 4 – 5:40 pm 426A

Week	Topic / Task	Speaker	Resources
Sept 10	How to succeed in the program/ how to introduce and thank speakers	Faculty Advisor	Video “Fish”
Sept 17	Team workshop		
Sept 24	Career Strategies		Panel of B406/409 grads
Oct 1	TBD		
Oct 8	Geodemographics	Catherine Pearson Environics Analytics	confirmed
Oct 15	CRM – putting it into practice	Larry Filler Boire Filler Group	confirmed
Oct 22	NO CLASS		
Oct 29	Intersession Week	No classes	
Nov 5	Direct Marketing Innovation @ Canada Post	Stacey Cummings	confirmed
Nov 12	Brand building		
Nov 19	Loyalty Marketing	Scott Robinson Maritz loyalty marketing	
Nov 26	What Marketers need to know about Privacy		
Dec 3	Internet advertising	Jay Aber	
Dec 10	TBA		
Dec 17	NO CLASS		