



COURSE OUTLINE

SCHOOL OF BUSINESS – Post Graduate Marketing Management

COURSE NAME: Marketing Management
COURSE CODE: MARK 1027
CREDIT HOURS: 42
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: _____	August 2009 _____
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:

In this course, students develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems. Through the use of a marketing plan project, students are encouraged to apply the concepts and generalizations to a real life product or service. The project gives students the opportunity to learn business report writing and researching skills.

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	x	7. locate, select, organize and document information using appropriate technology and information sources	x	x	x
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	
3. execute mathematical operations accurately	x	x	x	9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems		x		10. manage the use of time and other resources to complete projects		x	
5. use a variety of thinking skills to anticipate and solve problems		x	x	11. take responsibility for one's own actions, decisions and consequences		x	x
6. analyze, evaluate, and apply relevant information from a variety of sources	x	x	x				

COURSE OUTCOMES:

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

- 1. Explain the process of strategic planning in an organization and marketing's role in the planning**
 - a. Explain the marketing concept and the relationship among customer value, satisfaction and quality
 - b. Describe the major steps in strategic planning including the role of mission statement, portfolio analysis and choosing growth opportunities

- 2. Analyze factors that affect a company 's marketing strategy including both internal and external environmental factors**
 - a. Explain the importance of information to a company and how companies use marketing information systems to manage information needs
 - b. Identify key market opportunities using SWOT analysis format
 - c. Conduct a competitive analysis
 - d. Describe the role of market research and outline the steps in the market research process

- 3. Apply the basic concepts of customer marketing**
 - a. Examine the major internal and external forces that affect buying behavior
 - b. Conduct market segmentation and select target markets and market positioning using cases
 - c. Write a positioning statement
 - d. Explain how a company develops and manages its marketing mix and how the strategies change over the product life cycle

- 4. Create a marketing plan for a new product within a real company using information gained from secondary research and applying the concepts of marketing strategy and team process**
 - a. Use library databases, the internet and informal research to collect reliable data about the marketplace and company of the product category
 - b. Prepare a formal written plan document using business writing and marketing plan report style
 - c. Estimate market size and product share and prepare a simple operating statement and promotion budget for the new product

- 5. Describe how a company manages its product/service mix to build brand equity**
 - a. Describe the role of branding and considerations for effective brand strategy
 - b. Discuss the processes that marketers use to manage brands and develop new products/ services
 - c. Discuss the special marketing needs of services due to the 4 characteristics of services
 - d. Identify and explain the factors affecting a firms pricing objectives and strategies
 - e. Explain how marketers select distribution channel strategies for competitive advantage and how they motivate and evaluate channel members

- 6. Discuss the value of integrated marketing communications (IMC) and how IMC strategy is applied**
 - a. Compare and contrast the role of each of main communication components (personal selling, sales promotion, public relations, events/experiences, advertising and direct response marketing)
 - b. Describe and discuss the major decisions in developing an advertising program

DELIVERY METHODS / LEARNING ACTIVITIES:

In class lecture, class discussions, assignments, case study analysis, group projects & presentations.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

Required:

Marketing, Cdn edition, by Grewal et al. 2009, McGraw Hill, ISBN 9780070984929

Recommended:

Marketing Magazine www.marketingmag.ca , Strategy magazine www.strategymag.com

Course Web CT Site: Go to <http://webct.georgebrown.ca>

TESTING POLICY:

Exemption or deferral of a midterm exam or final exam is not permitted except for a medical or personal emergency.

Regarding absence from the final exam:

- Professor must be notified by e-mail before the examination
- Documentation must be presented to the professor within three working days.
- Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor's note, court summons or funeral documentation
- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. An INC grade will not be granted if term work was missed or failed.
- The final examination must be written within 60 days of the submission of the incomplete grade. Failure to do this will result in an F grade. **Students must PASS the FINAL Exam to pass the course.**

ASSIGNMENT POLICY:

In-class assignments:

Success in this course is based heavily on in-class participation and assignments (assignments may be given impromptu); therefore attendance and active in-class participation is essential to a student's success.

All in-class assignments must be completed in class; they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment.

Assigned work:

Late assignments are not accepted except in a medical or personal emergency as stated in above testing policy.

Group work:

This course is also based on group work. In some cases your groups will be assigned and in others you can select your own groups. The professor will decide. It is the individual student's responsibility to ensure they are an active, contributing member of the group.

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Assignments	Hot topic, mission /strategy Forecasting, Pricing (each 5%)	1,4	1,7, 3,5	See weekly outline	20
Group market plan project	Researched situation analysis and new product plan	4	1,2,3,5,6, 7,9,11	Week 13	35
Mid Term Test	Multiple choice and short answer	1,2,3,4		Week 7	20
Final Exam	Multiple choice and short answer	All		Week 14	25
				TOTAL:	100%

GRADING SYSTEM

The passing grade for this course is: D

Students must pass the final exam to pass the course.

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

TOPICAL OUTLINE: B400

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	Introduction to Marketing and the course	1	Marketing concept and process Creating value for customers	Ch 1
2	Marketing strategy /planning	1	Mission statement & corporate strategic planning Marketing strategy / Planning	Ch 2,3
3	Evaluating the marketing environment		Understanding internal and external environmental forces affecting marketing decisions SWOT analysis	Ch 4
4	Managing Marketing information	4	Library Research Lab Marketing information systems Secondary research methods Teams form	Ch 5
5	Understanding consumer behavior B to B marketing	3	Developing customer profiles Submit project product for approval & team contract	Ch 6, 7
6	Segmentation and targeting		Market segmentation Selecting target markets	Ch 8
7	Mid term test			
8	Interession Week			
9	Choosing a positioning strategy/Writing a positioning statement Product nd branding	3	Review test results Project draft situation analysis due Branding strategy Positioning	Ch 9
10	Managing products and services	5	Product life cycle Characteristics of marketing services	Ch 10, 11
11	Pricing strategy Channel Strategy	5	Price strategy and methods for setting prices Operating statement basics Understanding costs and breakeven Selecting channel strategy	Ch 12 Ch 13 – pp359-380
12	Integrated marketing communications strategy	6	Planning the IMC campaign Setting communication objectives, strategy and budget and communications mix (tactics)	Ch 15

13	More IMC /Review for test	6	Advertising and Sales Promotion Projects Due	Ch 16
14	Final Test	All	Comprehensive Final Test	
15	Project defense presentations - schedule	4	Teams meet with Professor to defend plans - scheduled	

Please note: this schedule may change as resources and circumstances require.

For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <http://www.georgebrown.ca/Admin/Registr/PSCal.aspx>