

SCHOOL OF BUSINESS
Course Outline

COURSE NAME: Applied Marketing Methods	COURSE NO.: BMKT 401
TERM: Fall 2015	COURSE CREDITS: 3
INSTRUCTOR:	E-MAIL:
OFFICE:	PHONE (LOCAL):

COURSE PREREQUISITES: 84 credits of 100 level or higher coursework including 12 BMKT/IBUS credits, ENGL 100, and CMNS 220 or CMNS 152

REQUIRED TEXT: No specific textbook is required for this course. Instead, students will buy some Cases from Harvard, Richard Ivey and Darden.

COURSE FORMAT: Instructional hours: 3 hours per week x 15 weeks.
 Fourth-hour activities: Participation in online forums, online assignments and research.

COURSE OUTCOMES:

General Outcomes: This course is an upper level elective that provides marketing specialists with the opportunity to consolidate previous learning through a case based and on line simulation applications course.

Specific Student Outcomes: Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

Ability	Learning Outcome	Levels*
Communications	Utilize adequate marketing terms in the description of marketing situations and problems	4 - 6
	Lead the discussion of marketing cases using proper business and marketing language	4 - 6
	Make oral presentations using electronic aids and marketing concepts	4 - 6
Analysis & Decision Making	Individually analyze marketing cases and prepare arguments for case discussions	4 - 6
	Use marketing segmentation theories to match products and markets	4 - 6
	Apply marketing research techniques to better understand customers' needs	4 - 6
	Contextually apply the Marketing Mix model	4 - 6
	Use market research, competitive analysis to evaluate domestic and international market opportunities	3 - 5
	Consider the customers' perspective while designing and implementing marketing strategies	5 - 6

	Develop a clear understanding of the marketing challenges faced by small businesses	4 – 5
	Design and implement appropriate pricing, branding, and positioning strategies	3 – 5
	Make specific recommendations for solving real world business and marketing problems using business and marketing relevant theories, concepts, models and tools	4 - 6
Social Interaction	Use individual and collective leadership abilities to work effectively in group projects	4 - 6
	Use a team approach to take advantage of different experiences and approaches in solving business and marketing problems	4 - 6
Citizenship, Sustainability & Global Perspectives	Understand the dimensions and depth of social and individual impact resulting from the implementation of marketing strategies	4 - 6
	Integrate social and individual, global and local perspectives into situation analysis and decision making	4 - 6

**See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.*

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual / Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship, Sustainability, & Global Perspectives
Personal Brand and Concept Oral Presentation	5%	I	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Simulation Assignments	10%	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Simulation Report and Analysis	25%	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Simulation Presentation	10%	I and G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Simulation TOR and Outline	10%	G and I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Individual Cases	20%	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Group Cases	10%	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation	10%	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Total	100%					

Marketing Simulation

Working in teams of three to four, students will run a marketing simulation exercise. Final scores are calculated based on a number of financial metrics. Customer Satisfaction scores are weighted the highest.

In addition, between rounds 3 and 4, the teams will submit a written marketing strategy and TOR to be implemented during the following rounds. This strategy should incorporate the experience gained during the first two rounds. An outline of the strategy and product will be in addition to the TOR. Lastly a series of

Assignments will be completed by each student and handed in for grading. Each Group will also develop a brand name design a logo as part of the Project. **All components of the marketing simulation must be completed to pass the course.**

Peer Evaluation

All assigned marks for students' group projects are temporary: they will be adjusted at the end of the semester based on student's personal contribution to the group work. The contribution factor will be determined based on results of the peer evaluation survey. Groups will operate on a formal agreement with a process in place to address unequal contributions.

Case Studies

Individual Preparation: Two Case Studies will be assigned for Individual Preparation and Submission. The Case will be discussed in class and students will be chosen at random to lead the discussion. A fuller brief on expectations and grading parameters will be given in class when the case methodology is introduced.

Case Facilitation: One major case will be assigned as Group Work. Working in teams of three to four, students will conduct a Case Method session. The team's objectives are to generate discussion and to achieve specific learning goals proposed by them. Peer evaluation will be an important component of the final grade.

Participation

There is a process for assigning Class Participation Marks. See separate document posted on Moodle.

COURSE CONTENT:

Week	Topic	Readings/Assignments
1	<ul style="list-style-type: none"> ✓ Instructor Introduction ✓ Course introduction and overview ✓ Teams and Cases ✓ Learning with Cases ✓ The Marketing Simulation ✓ Strategic marketing ✓ Group Formation 	Marketing Simulation
2	<ul style="list-style-type: none"> ✓ Simulation test rounds ✓ Marketing Plan: Segments and Targets ✓ Case Discussion 	Marketing Simulation Prepare Case
3	<ul style="list-style-type: none"> ✓ Oral Presentation on Self Marketing Concept ✓ Case Discussion 	Marketing Simulation Prepare Case
4	<ul style="list-style-type: none"> ✓ Case 1 Hand In ✓ Marketing simulation ✓ Market Research Design ✓ Case Discussion 	Marketing Simulation Prepare Case
5	<ul style="list-style-type: none"> ✓ Marketing simulation ✓ Marketing from the customer perspective, Marketing environment ✓ Simulation Written Strategy DUE and in class presentation 	Marketing Simulation Prepare Case
6	<ul style="list-style-type: none"> ✓ Case 2 Hand In ✓ Marketing simulation ✓ Case Discussion 	Marketing Simulation Prepare Case

7	<ul style="list-style-type: none"> ✓ Marketing simulation ✓ Linking marketing cases to live marketing news and events ✓ Case Discussion 	Marketing Simulation Prepare Case
8	<ul style="list-style-type: none"> ✓ Advertising and Logo Presentations from Product Simulation 	Marketing Simulation Prepare Case
9	<ul style="list-style-type: none"> ✓ Marketing simulation ✓ Marketing for Small Business ✓ Case Discussion 	Marketing Simulation Prepare Group Case
10	<ul style="list-style-type: none"> ✓ Marketing simulation ✓ Marketing for Small Business ✓ Case Discussion 	Marketing Simulation
11	<ul style="list-style-type: none"> ✓ Marketing simulation ✓ Pricing Approaches and Lessons ✓ Brand and Positioning Strategy ✓ Developing the right blend of online and offline marketing plans 	
12	Major Case Group Presentations	
13	Simulation Product/Project Group Presentations	
14 - 15	Final Exam Period (there is no final exam for this course)	

**Note: There may be minor changes made to the schedule at the discretion of the instructor; any changes will be announced in class and on the course Moodle site.*

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Grading Profile:	A+	90-100	B+	77-79	C+	67-69	D	50-59
	A	85-89	B	73-76	C	63-66	F	49 and below
	A-	80-84	B-	70-72	C-	60-62		

Emergency procedures: In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

SCHOOL OF BUSINESS POLICIES:

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

English Usage:

All assignments are marked for correct English usage, proofreading and formatting.

Missed Exams and Quizzes:

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, will be required. For further information, refer the "Examination & Pivotal Presentation Exemption Policy".

Examination and Pivotal Presentation Exemption Policy

All students are required to appear and write their scheduled mid-term and final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

"Medical Exemption" will be considered, if:

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, a student falls ill or is injured.

"Falling ill" is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student's ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

"Injury", for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

"Catastrophic Personal Loss Exemption" will be considered, if:

Events occur in the student's life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an immediate family member * (defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member does not include general acquaintances. Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury.

In all of the above scenarios, a physician's letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for must be presented by the instructor to their Unit Convenor for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely "under consideration" until approved or rejected by the Unit Convenor. A student applying for an exemption for a specific section which is instructed by the Unit Convenor will have their application reviewed by the Vice-Chair or Chair of the School of Business.

Any student who applies for and receives an Exemption will be assigned a Future

Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic “0” grade for that exam or assignment. This “0” grade may not be appealed or contested, and will not be changed.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University’s Copyright Policy. The University’s Copyright Policy is published in the University website.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person’s effort to obtain an academic advantage. Cheating includes permitting another person to use one’s work as their own. Plagiarism is the presentation of another person’s work or ideas as if they were one’s own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

Penalties for Cheating and Plagiarism:

A grade of ‘0’ for an examination, quiz or assignment or ‘F’ for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.