VANCOUVER ISLAND UNIVERSITY

Faculty of Management ~~ <http://www.viu.ca/management/>

Marketing 160: Introduction to Marketing

###### Spring 2019 – S19N09

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**Class Website** <http://web.viu.ca/weaverd>

**Office Hours** Mondays, Tuesdays and Wednesdays 13:00 – 14:00 or by appointment

**Course Schedule** Tuesday 16:00-19:00 B255 R155

**Prerequisite** Min. "C" in English 12, or enrollment in the CBM program

**Course Texts MKTG** Principles of Marketing*,* Lamb, Hair, McDaniel, et al., 4th Canadian Edition, Nelson

**ISBN 0176854800** with STUDENT ONLINE ACCESS KEY to MINDTAP

**General Course Outcomes**

Upon successful completion of this course, the student will have an understanding of fundamental marketing theories including the following: marketing mix, forecasting, ethical concerns, STP (segmentation, target, positioning), market research and creative adaptation of marketing solutions. Students will be able to apply these concepts as demonstrated by building a complete marketing plan for a brand.

**BBA  
Learning Outcomes** Upon successful completion of this course, students will achieve the following.

**Critical thinking and problem solving**

* Understand the basic fundamental component of marketing theory
* Identify and apply the concepts of segmentation, target and positioning
* Demonstrate and present recommendations of marketing challenges including ethical situations and financial constraints and environmental factors

**Interpersonal skills**

* Demonstrate effective collaboration and communication with team members in creating marketing plans
* Demonstrate the ability to engage an audience during presentations

**Technical skills**

* Understand and identify the components that are required for creating a marketing plan
* Understand and apply the concept of forecasting to assess marketing decisions
* Understand and apply case analysis skills

**Communication skills**

* Demonstrate the ability to apply and present marketing concepts, theory and recommended strategies in written, visual and oral contexts

**Professional integrity**

* Understand and demonstrate both academic integrity and professionalism in the presence of marketing professionals

**Evaluation** **Working with your peers in MARK 160**  
A key element of your experience in this course will be collaboration with other students. You will be a member of a team and the majority of all your team based work will take place in class, so you don’t need to worry about scheduling meetings outside of class (other than time for external research and the final integration work of your marketing plan).

**Why Teams?**

In this course, it’s not the lectures that matter so much, but rather your own interpretation and analysis of the readings that count. The team assignments are designed to give you a chance to compare your ideas with those of other students and to refine your own thinking. This “discussion and debate” approach to the ideas of this course will serve you very well – much better than simply listening to lectures. This course is not merely about “how much you can memorize”, rather, this course asks you to find answers to questions such as:

* **What is the impact of market segmentation on a company’s ability to succeed?**
* **Why is marketing more than just advertising and promotion and how do those other 3Ps help to position a company for success?**
* **What IS successful marketing and why is it NOT about manipulation, in other words: how does matchmaking help all the key stakeholders from the company, to the customer, to the community?**

**Your role in the course**

To be ready for this type of experience, it will be important for you to read and prepare outside of class. Your preliminary knowledge and understanding of the readings will be essential for success with in-class activities and assignments, many of which will take place in collaboration with your team.

**ASSSESSMENT AND EVALUATION COMPONENTS**

Your grade for MARK 160 will be composed of three parts:

* **Overall Individual Performance**: refers to assignments where you receive your own individual grade.
* **Overall Team Performance**: refers to assignments where every member of the team receives the same grade.
* **Helping Behaviour**: refers to the marks your peers will assign to your overall contribution to the team during the semester. *Details of how you will be able to receive points and assign points to your teammates will be distributed later in the semester*.

**Mark Breakdown**

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| **60% Individual Performance** | | **40% Overall Team Performance** | |
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| Individual Readiness Assessment | 10% | Group Readiness Assessment | 10% |
| Individual Term Tests | 40% | Team Marketing Plan | 25% |
| Individual Forecasting Assignment | 10% | *Rough Draft (hard copy(4)) -Mar. 2 5%* |  |
|  |  | *Team Mktg. Plan Presentation - Apr. 2 10%* |  |
|  |  | *Final Draft Mktg. Plan due before …. class by email - Apr. 2 10%* |  |
| **Total** | **60%** | **Total** | **35%** |
|  |  | **Helping Behaviour (peer evaluation)** | **5%** |

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| **Grading Scale** | Grades will be assigned according to the following scale.  A+ 90 – 100% C+ 64 - 67  A 85 – 89 C 60 - 63  A- 80 – 84 C- 55 - 59  B+ 76 – 79 D 50 - 54  B 72 – 75 F < 50  B- 68 – 71 |

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| **Course Policies and Procedures**  **Academic Misconduct** | **Attendance**  Attendance, itself, is NOT graded in this course. However, in-class assignments constitute a large part of the course grade and keeping a passing average on these is not possible without consistent attendance. Missing a class means earning no credit for the assignment or assignments missed. For team assignments, you have to be present to earn credit. More importantly, missing assignments may also affect your relationship with your teammates, who will evaluate your participation at the end of the course.  **Tardiness**  If you come late to class and miss an assignment that happened at the beginning of class, the score for the assignment is “0”. Likewise, if you need to leave class early and miss an assignment, the score for the assignment is “0”. If you know that it will be difficult for you to consistently get to class on time and stay for the entire period, you should consider taking this course at a time that better fits your schedule.  **Make-ups**  In this course, since much of the credit will be earned through in-class work with your other team members, make up work is impossible. Since there will be occasions in your life when missing a class meeting is simply unavoidable, this course has three built-in safety valves.   1. **Safety Valve One:** You **may drop 1 individual and 1 group** **score from the RATs** (Readiness Assessment Tests) whether the scores are “0” or simply lower than you want. So, if you must miss class for any reason, it will be possible to drop the zero you would automatically receive for the missing RAT. Plan carefully for classes that you know you will need to miss: you don’t want to waste your drop on frivolous things early in the semester, since you may need it if you have challenges later on. You might need your droppable grade to offset any low scores you make even when you do participate regularly. 2. **Safety Valve Two:** A comprehensive final exam can be scheduled in FINAL EXAM week to replace one assignment (an individual test or a team application during the course – to upgrade a disappointing performance or to offset a “0” you earned when you missed class). 3. **Safety Valve Three** If you become seriously ill during the semester, or become derailed by unforeseeable life challenges, and have to miss so many assignments that it will ruin your grade, you and I will automatically schedule a special meeting in order to make arrangements for you to drop the course to save your grade point average (if we meet early enough). *Don’t wait until too late to see me when you get into trouble (perhaps we can be proactive and avoid such a necessity).*   **Policy for late work**  Assignments submitted on time on the due date are eligible for full marks. Any assignment you choose to submit later than the due date and time (usually due before the start of a class) will be accepted, but will be eligible for a lower mark. For example, if an assignment is due Tuesday before start of class, but you choose to hand it in after class starts on Tuesday, it will only be eligible for a “B”. After start of class time on Wednesday, the same assignment will only be eligible for a “C”. In-class writings, term tests, and presentations may only be submitted on the days they are scheduled.  Academic misconduct includes, but is not limited to, giving and receiving information during any test or exam, using unauthorized sources of information during any test, plagiarizing, fabrication, cheating, and, misrepresenting the work of another person as your own, facilitation of academic misconduct, and under certain conditions, non-attendance.  Plagiarism will not be tolerated. You must reference your work and acknowledge sources with in-text citations and a complete list of references. This includes direct and indirect quotes, diagrams, charts, figures, pictures and written material.  For group projects, the responsibility for academic integrity, which can result in academic misconduct and its resulting penalties, rests with each person in the group and sanctions would be borne by each member.  No electronic dictionaries, cell phones or other electronic devices will be allowed in exams/ tests/quizzes. Only the following approved calculators may be used in exams/tests/quizzes. No other materials will be allowed on the desktop apart from a pen/pencil unless specifically approved by the faculty member.  Texas Instrument BAII Plus,  BAII,  BA35; Sharp EL-733A; Hewlett Packard 10B |
| **Referencing** | Faculty of Management (Business) requires the APA style of referencing for academic papers.  Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find access to online student resources (including tutorials and a printable Quick Guide) at: <http://sites.viu.ca/writingcentre/>. |
| **Accommodation** | Students with documented disabilities requiring academic and/or exam accommodation should contact Disability Services in Building 200. For more information, call 250-740-6446 or go to <http://www.viu.ca/diabilityservices/index.asp> |
| **English Standards** | Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions). Appropriate inline citations and reference lists (APA style) must be applied to avoid plagiarism and give credit where credit is due. |

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| **Date Topic and Activity** | **Reading** |
| Jan 8 MODULE 1  Course Overview and BRAND What is Marketing?  Brand discussion, form teams | Bring sample BRAND to class  Have read Chapter 1 (pp. 2-10, 10-11, 12-13) MARKETING PLAN – skim for structure |
| Jan 15 MODULE 2  Ethics and Social Responsibility  (define marketing plan project) | Chapter 2, PINK RIBBON campaign debate reading, and link posted on class website at: <http://web.viu.ca/weaverd/Mark160/index.htm>  Chapter 5 (pp. 72-91) |
| Jan 22 MODULE 3  Strategic Planning, Marketing Research,  Situational Analysis (develop marketing plan -situational analysis) | Chapter 2 (pp. 14-26)  Chapter 3 (pp. 34-45)  MARKETING PLAN - *situational analysis* (download)) |
| Jan 29 MODULE 4  Segmentation, Targeting, and Positioning Managing Marketing Information  Build Marketing Plan components (next sections) | Chapter 8 (pp.134-149)  THE MARKETING PLAN – *remainder* (download) |
| Feb 5 MODULE 4 continued  **TERM TEST** (1.5 hours)  Build Marketing Plan components (continued) | **TERM TEST (1.5 Hours)**  Conduct your own research to supplement/support marketing plan development. **Bring Team Market Research Data to Class to share and work on** |
| Feb 12 **Marketing Week Assignment** | Assignment will be posted on class website <http://web.viu.ca/weaverd/Mark160/index.htm> and is due by Mar. 5 |
| Feb 19 MODULE 5  Consumer Behaviour Pricing and Forecasting | Chapter 6 (pp. 94-112) Chapter 7 (sec. 7-4a-7-4g, pp. 121-124) Chapter 13 (pp. 232-248) Forecasting links posted on class website <http://web.viu.ca/weaverd/Mark160/index.htm>   Case Prep Sheet Overview – in class demo |
| Feb 26 **STUDY BREAK – NO CLASSES** |  |

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| Mar 5 MODULE 5  Case Analysis and Preparation  Forecasting Assignment continued REVIEW TEAM MARKETIMG PLANS and REVISION WORK TIME | **DRAFT** Team **MKTG PLAN** **DUE by start of class Feb. 19** (bring 4 printed copies) |
| Mar 12 MODULE 6  Channel Distribution Case Analysis | **Individual Forecasting Assignment DUE**  Chapter 14 (pp. 254-267) **Case Prep Sheets prepared (2 cases)** |
| Mar 19 MODULE 7  Integrated Communications Brand Strategy and Management  How to present | Chapter 15 Chapter 10 (pp. 182-190)  Presentations reading links online. |
| Mar 26 **TERM EXAM # 2**  Remainder of class time = (team meeting time to work on/practice presentations/meet with prof.) | **TERM TEST #2 (1.5 hours)** |
| Apr 2 Student Marketing Plan **Presentations**  **Final Copy** of Team Marketing Plan due before the start of class and **Team Peer Evaluation** Form due before start class | **Presentations (max. 20 minutes per team)**  **FINAL** COPY Team MKTG PLAN **DUE** Team **PEER EVAL DUE** |
| Apr 9 TUTORIAL |  |
| NO FINAL EXAM (APR. 19-30) |  |