**Introduction to Marketing (BAB235)**

**Winter 2018**

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**Required Materials**

***Marketing*** ***Real People Real Choices***; Solomon, Marshall and Stuart; 4th Canadian Edition, Pearson.

**Course Objective**

**Subject Description**   
This introduction to Marketing course emphasizes that marketing is an approach in business that stresses putting the customer at the center of its activities and focuses on satisfying customer needs and wants. Learners will locate and analyze markets, match products and examine the controllable elements of the marketing mix. Practical decisions that a manager utilizes in daily work interactions are a major focus of this course.

**Learning Outcomes**   
Upon successful completion of this subject the student will be able to:  
  
1. Assess the role of marketing within various business organizations domestically and internationally.   
2. Evaluate the components of strategic market planning using a case study model approach.   
3. Determine the impact of changing environments as they affect the marketing process.   
4. Critique the marketing management process by researching companies and their approaches to marketing their products/services.   
5. Determine product life cycles and associated marketing strategies used to develop their position in the marketplace.   
6. Analyze the various types of advertisement and different types of sales promotion used including personal selling.   
7. Determine how pricing objectives and the price structure help support pricing decisions.   
8. Identify the needs and wants of a customer base using quantitative and qualitative methodology.

**Course Format**

A variety of instructional techniques will be used including interactive media-rich lectures, seminar, collaborative discussions, problem-based learning, case analysis, on-line assignments, videos, role playing, group project, group activities and presentations by class members.

**Class Participation**

Active class participation is expected, everyone is expected and encouraged to participate in class discussions. Each student need to contribute his or her views so that this may be sharpened overtime and others in the class can benefit.

All reading assignment and case must be read beforehand to facilitate class discussion. If you have read the material in advance, the class discussions will be more lively and interesting. Good preparation is the key to a good discussion. You should have taught about the reading and case from a critical and analytical perspective prior to class.

The class sessions are treated in the same manner as scheduled business meetings. You should arrive promptly and be prepared to participate in the class activities. Active student participation is essential to the learning process and the success of the course. The way to success in this course is to be an active learner-participant. Your role and responsibility include a desire to learn and contribute to the learning for the group by actively participating in class discussions and exercises.

**BAB235 - WEEKLY COURSE SCHEDULE Winter 2017 – Mon Class**

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| --- | --- | --- | --- |
| Date | Chapter | Topic & Cases | Assignment/Reading/Evaluation |
| Jan 22 | Chapter 1 | Ice Breaker, Course outline review, Introduction, what is Marketing? |  |
| Jan 29 | Chapter 3 | Marketing Research |  |
| Feb 5 | Chapter 7&8 | Product Planning Strategy, product life cycle, Branding, Packaging | Formation of groups |
| Feb12 | Chapter 6 | Market Segmentation | Case Analysis Individual Due (10%)  Team Policy/Contract doc. due |
| Feb 19 |  | Family Day – No Class | No Class |
| Study Week  Feb 26 | Study Week | Study Week – No class |  |
| March 5 |  | Term Test 1: Chapters 1,3,7,8&6 | Test 1 (15%) /Project Work |
| March 12 | Chapter 2&12 | Strategic Market Planning, Developing and Implementing a Marketing Plan, SBU and Growth Strategies/ Distribution Strategy, | Review of Journal Article (Group) due/Peer Evaluation Form (10%) |
| March 19 | Chapter 5 | Organizational Buying Behaviour B to B |  |
| March 26 | Chapter 10&11 | Promotion Strategy | Advert Age Assignment due/Presentation Group/Peer Evaluation Form (15%) |
| April 2 | Chapter 9&5 | Pricing Strategy/ Consumer Behaviour  Exam Review | Marketing Plan Project Due/Peer Evaluation Form (20%) |
| April 9 | Final Exam | Final Exam | Exam (30%) |
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**BAB 235 Evaluation Details**

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| **S/N** | **Grade Composition** | **Weight** |
| 1 | Individual Case Analysis | 10% |
| 2 | Journal Review Assignment | 10% |
| 3 | Term Test | 15% |
| 4 | Advert Age Assignment/Presentation | 15% |
| 5 | Marketing Plan Project | 20% |
| 6 | Final Examinations | 30% |
|  | Total | 100% |
| **Individual Case Analysis (Individual)**  Each student will analysis one case from the cases in the text following the case analysis format to be provided by the professor. This format consists of identification of problems, decision criteria, analysis, and assessment of alternative, decisions, recommendation and implementation. This assignment should not be more than 3 pages including the references and answers to the questions accompanying the case. One purpose of this case assignment is to prepare student for analyzing case and writing reports which will be part of the final examination.  **Journal Review Assignment (Group)**  To demonstrate the ability to read scholarly, peer reviewed research articles, and look for information relating to a topic and critically analyze in light of business related current issues, students in groups will review scholarly journal articles from the library database on issues relating to one of the elements of the marketing mix i.e., product, price, promotion and place. This will enable students to gain in-depth understanding of the 4ps and its implications on a company’s success.  **B2B Advert Age Article Review (Group)**  Groups of maximum of five (5) students will be formed for this assignment, each group will select one B2B article from the advert age articles on the course page, the article must NOT be more than three years old. No two group should review the same article, selected article topic must be submitted for approval by week 5. Review the article stating the focus of the article, its benefit to B2B company and also critique the article and add your opinion about the article. Each group will make a presentation to the class.  **Marketing Plan Project (Group)**  Groups will be formed with at least five members for this assignment and each group will submit the results of their efforts during the course. The report should consist of all the important information in the plan and should follow the format provided by the Professor.  An effective way to help students learn about marketing is the actual creation of a marketing plan for a product or service by groups of students. This project is designed to accomplish such a task. The elements of the marketing plan should coordinate with the chapters in the textbooks.  Each student group will create a fictional product or service that they would like to bring to market. The students then become the class experts on the product, the company, and the industry in which it operates. Students are encouraged to look up articles about that industry in The Globe and Mail, The Toronto Star, National Post, Bloomberg Business Week, Forbes, Fortune, the Wall Street Journal, Journal of Business and Marketing Journal. The students will use the textbook, Marketing Real People Real Decision; by Solomon, Marshall and Stuart and the project guideline posted on BB as guides for the project. The purpose of the marketing plan project is to give students the following opportunity:   1. Learn how to do a marketing plan and critically evaluate marketing plans in general. 2. Help student think about marketing from a particular theoretical perspective and become familiar with an industry. 3. Allows students to integrate and apply various marketing strategy concepts and frameworks introduced during the semester to improve the performance of a business. 4. Improve student written and oral communication skills and help students learn how to work in a marketing group context. 5. Improve student ability to reason logically, critically, and analytically. 6. Learn how to make budgeted marketing strategies that can be recommended to clients or other marketing professionals to help them improve their performance.   The Marketing Plan Project requires students to think of themselves as decision makers and actually take marketing actions.  Each group will elect a marketing manager to guide the work of the other group members of the project. You are free to choose your group members.  Note: All group assignments must be submitted with a completed peer evaluation form posted on BB from each member of the group.  **CLASS POLICIES**  This course relies heavily on class participation for its success, therefore the following is expected of each student:  1. Attendance and punctuality is expected. Please arrive in class on time or before the starting time. Please attend each class unless a good reason prevents it. If you must miss class, please inform your instructor ahead of time, by phone, by e-mail, or in person.  2. Assignments are due in class at the beginning of class on the specified due date. Mark your calendar for specific assignment due dates. Students missing tests or late with assignments will be awarded a mark of zero except in documented cases of personal medical and emergency case, documentation must be provided. Having your work completed on schedule is a key to early success in your business career.  Assignment can only be accepted via email for emergency or medical reasons only and there should be documentation of reason, it is your responsibility to follow-up and ensure you print out the assignment and hand in to get a grade.  3. Please come to class prepared for the work to be done and in a positive frame of mind so that you are ready to learn. Please complete readings and other assignments on time.  Bring all necessary course materials such as paper, pencil, required books, handouts, and notes.  4. When responding to classroom questions, please do not interrupt a fellow student or the instructor. Take your turn. When you respond to another student’s comment try to acknowledge the other’s position. When responding also try your best to call other class members by name.  5. All classes begin on time and end on time. If you need to know about schedule or assignment changes ask about them at the beginning of class. If you have a real need to leave early, please inform the teacher and leave quietly.  6. You will do better if you are interested in the class, and the best way to be interested is to get involved. Talk to your friends about the material, and look for current applications or examples about the course issues in newspapers, popular magazines, journals and on the Web. If you can make connections between yourself and the course materials, you will be a happier and a better student.  7. Turn off all phones and other electronic devices should be on silent mode. No text messaging during class. No visible ear buds during class.  8. Computer Use: Computer use in class are allowed only for class-related activities and taking lecture notes, following the lecture on posted slides and finding websites to which the instructor directs students during the lecture. Students who use their computers for other activities distract other students and may face penalties.  9. All assigned materials are to be read before the class in which they are assigned. Students will be called on to answer questions, give examples and explain items covered in the textbook and readings.  **Accommodation for Students with Disabilities**  Students will be accommodated accordingly as stated in their individual accommodation letters. If you require accommodation, contact the Counselling and Disabilities Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.  **Office hours:** Students are encouraged and welcome to visit during the scheduled office hours or by appointment as necessary.  Most of all keep in touch with the class syllabus, the instructor, and your classmates and always check Seneca Blackboard for information.  **Cheating and Plagiarism**  Each student should be aware of the College's policy regarding Cheating and Plagiarism. Seneca's [Academic Policy](http://www.senecac.on.ca/home/academic_policy/index.html) will be strictly enforced.   To support academic honesty at Seneca College, all work submitted by students may be reviewed for authenticity and originality, utilizing software tools and third party services. Please visit the Academic Honesty site on <http://library.senecacollege.ca/> for further information regarding cheating and plagiarism policies and procedures.  **PLEASE DO NOT WAIT UNTIL THE END OF THE SEMESTER TO DISCUSS ANY DIFFICULTIES, PROBLEMS AND MISUNDERSTANDINGS.** | | |