

**BADM 132 A, B & C**  
Course Outline  
Introduction to Marketing

*Winter 2014*

<b>INSTRUCTOR</b>	<b>Office</b>	<b>Phone</b>	<b>E-mail</b>
Robert Opoku	419		robert.opoku@rdc.ab.ca
<b>CLASS TIMES</b>			
Section A	Monday & Wednesday	08:30AM – 09:50 AM	Room MC 408
Section B	Monday & Wednesday	10:30AM – 11:50AM	Room MC 406
Section C	Tuesday & Thursday	01:30 PM – 2:50PM	Room MC 310

**OFFICE HOURS**

Monday & Wednesday: 12:15 PM to 2:00PM and by appointment.

**CREDIT HOURS:** 3 Hours

**COURSE DESCRIPTION**

The activities involved in the flow of goods and services from the manufacturer to the consumer and a consumer approach to marketing is emphasized. Decisions on product, place, promotion, pricing and other related marketing topics and how they are used to develop policies and strategies will be discussed.

**PREREQUISITES:** None

**LEARNING ACTIVITIES**

This course uses a variety of approaches to learning including: lectures, class discussions, applied learning and small group tasks. Further, use of videos, guest speakers and other activities will be used when applicable and/or available. Students can expect to engage in small group work at times during all components of the course.

**TRANSFER AGREEMENTS**

Formal transfer agreements between Red Deer College and other Alberta universities and colleges are found at [www.acat.gov.ab.ca](http://www.acat.gov.ab.ca).

## LEARNING OUTCOMES

Upon successfully completing this course, you should be able to:

- Explain the basic concepts, principles, theories and models which apply in marketing
- Identify wants and environmental factors that shape marketing activities
- Describe consumer markets and behavior
- Explain and evaluate the importance of effective integrated marketing communications, their design, implementation and control
- Describe the key concepts of the marketing mix, its component parts, market segmentation, targeting, positioning and branding.
- Identify the organizational processes involved in the planning, implementation and control of marketing activities.

## REQUIRED TEXTBOOKS AND EQUIPMENT

- Kotler, P., Armstrong, G. Trifts, V. and Cunningham, P. H. (2014), *Principles of Marketing*, Pearson: Toronto, 9th Canadian Edition
- Additional readings and materials will be posted on BlackBoard as needed.

## COURSE REQUIREMENTS

### 1) Attendance

- Regular attendance is expected. Students who miss a class are responsible for the material they have missed. "Attendance" means physical presence in the classroom on a regular basis. Or: For eCampus courses: "Attendance" implies regular attendance online.

### 2) Lack of attendance may impact the students' ability to successfully complete the course. Class Participation

- Part of the students' evaluation is based upon the demonstrated understanding of course concepts through thoughtful contributions, ideas and examples shared in the classroom or online (Blackboard 9.1). Thus, you as students will be required to be active participants, for learning occurs best when you are personally involved in the learning experiences.
- Cell phones should be turned off or set to a silent mode, such as vibrate.

### 3) General

- Students who are encountering difficulty with the course are urged to contact the instructor at once.
- Students should ensure that they are familiar with Red Deer College's Student and Academic Standard Practices and Policies as well as the key dates in the Academic Schedule.
- A core expectation of post-secondary students is that they will listen attentively to the instructor while she/ he is speaking. In addition, it is expected that students will be respectful of others by paying attention and avoiding side-conversations. Please remember to turn off cell phones and pagers during class (unless there is an emergency).
- Free student support services (disability services, counseling, learning skills) are available from Counseling and Learning Services.

## BLACKBOARD

This is a web-enhanced course. Active participation in the online activities and completion of all homework and online assignments is required in order to pass this course.

Your unofficial grades will be available on the Blackboard site for this course. It is important to check this site frequently for updates. Also, the Business Administration and Commerce Website is useful for finding out information about the program in general: <http://www.rdc.ab.ca/business>

### A. Getting Started

Print the syllabus and familiarize yourself with the elements and functions of Blackboard

### B. Technical Requirements

You will need the following to participate online:

- Regular use of a computer with Internet access. Expect to spend several hours online each week.
- A web browser (Firefox, Chrome or Safari is recommended).

### C. Submitting Assignments Electronically

In this course you will submit many of your assignments electronically. Because technology can be unreliable when you least expect it, submitting your work on time may require some creativity. Here are some **alternate** means to submit your assignments ONLY if Blackboard doesn't work.

- Email your assignment directly to the instructor at [robertopoku@rdcab.ca](mailto:robertopoku@rdcab.ca)
- If your email program isn't working properly and you can't access the course site drop a hard copy in the mail before the deadline so the postdate shows that you completed the work on time. Notify me by telephone.
- Call me and arrange to send your work through alternative means.

There is always a means to submit your assignments on time. Be creative, be persistent, and keep me informed!

### D. Backing up your work

In this course you will complete most of your assignments on a computer. You are responsible for ensuring the safety of your work by making regular backups (extra copies). "The computer ate my homework, I lost my flash drive, my hard drive crashed, or my printer isn't working," are not acceptable excuses. Make frequent backups of your work and save the work in multiple places.

### E. Use of Email

- Use my RDC e-mail [robert.opoku@rdc.ab.ca](mailto:robert.opoku@rdc.ab.ca) only if Blackboard is unavailable.
- Generally, I will respond to e-mails within two business days. Usually it is the same day.
- If a time arises when I will be unable to respond to email within two business days, I will let the class know.
- Use the Course Questions discussion topic to pose questions about assignments and course content. Your

fellow students may have similar questions. I will check this topic regularly and answer your questions.

## ASSESSMENT OF STUDENT PERFORMANCE

The final grade in this course will be computed based on the following elements. At all times the Red Deer College final examinations policy will be adhered to.

Exams (3 @ 15% each)	45%
Assignments	15%
Participation	10%
Marketing Project	30%
<b>Total</b>	<b>100%</b>

### 1. Exams (Total of 45%)

In this course, students will take 3 exams. Exams will consist of multiple-choice questions that come from the textbook and class material. Any student missing an exam without having made arrangements with the instructor prior to the exam will receive a grade of zero for that exam.

### 2. Group Projects and Individual Assignments (Total of 55%)

These assignments will be posted in Blackboard with instructions regarding points and methods for submission.

- Students are expected to have read in advance the material to be taken up in class, and to have completed all assigned homework.
- Students are expected to satisfactorily complete all assignments and examinations on time. An unexcused failure to submit an assignment will result in a mark of zero.
- Projects and assignments handed in late will be deducted 5% *per day*, unless arranged with the instructor

### 3. Feedback on Exams and Projects

Students can expect to receive marks and feedback 10 working days after completion of tests and assignments (this does not apply to students who take the exam at the test center).

## GRADING SYSTEM

Final grades in the course will be assigned based on the Alberta Education Grade Comparison letter grading system as described in the Red Deer College Calendar on page nine.

<b>Final Letter Grade Breakdown</b>	
95% - 100%	A+
88% - 94.9%	A
85% - 87.9%	A-
82% - 84.9%	B+
78% - 81.9%	B

75% - 77.9%	B-
70% - 74.9%	C+
65% - 69.9%	C
60% - 64.9%	C-
55% - 59.9%	D+
50% - 54.9%	D
0% - 49.9%	F

## MIDTERM FEEDBACK

Midterm feedback for this course will be available from the instructor approximately half way through the course. Students should make an appointment with the instructor to discuss their progress and concerns if the cumulative total to this point is less than 20 marks. The instructor is also available prior to this in designated office hours if students have any concerns. Please see "Important Dates" below.

## RDC FINAL EXAMINATION POLICY

The RDC Final Examination Policy will be followed with respect to Final Examinations. Please review this document to ensure you understand the contents and implications of the policy at [http://www.rdc.ab.ca/about\\_rdc/policies\\_and\\_publications/policies/documents/final\\_examinations\\_policy.pdf](http://www.rdc.ab.ca/about_rdc/policies_and_publications/policies/documents/final_examinations_policy.pdf)

## ACADEMIC MISCONDUCT

**Please become familiar with what constitutes academic misconduct, as well as the consequences.** Plagiarism involves submitting work in a course as if it were the student's own work. Plagiarism may involve the act of submitting work in which some or all of the phrasing, ideas, or line of reasoning are alleged to be the submitter's own but in fact were created by someone else. The complete policies are available on the RDC Policies web site:

Appeals: Formal Policy, Appeals: Informal Resolution Policy and Student Misconduct: Academic and Non-Academic Policy, [http://www.rdc.ab.ca/about\\_rdc/policies\\_and\\_publications/policies/Pages/academic\\_policy.aspx](http://www.rdc.ab.ca/about_rdc/policies_and_publications/policies/Pages/academic_policy.aspx).

## CHANGES TO THE COURSE OUTLINE

Changes to the course outline will be made with the consent of the course instructor and students. Changes will be reviewed by the Department Chairperson for consistency with College policies.

## Tentative Timetable

Week	Topic	Activities/Reading
Week 1: 06 - 10 January	Welcome to Course	N/A
Week 2: 13 to 17 January	Marketing Introduction Marketing Strategy	Chapter 1 Chapter 2

Week 3: 20 to 24 January	Group Formation Social Responsibility	Chapter 4
Week 4: 27 to 31 January	The Marketing Environment Marketing Research	Chapter 3 Chapter 5
Week 5: 03 to 07 February	<b>Exam 1</b> Consumer Markets & Behaviour	<b>Chapter 1-3, 5</b> Chapters 6
Week 6: 10 to 14 February	Segmentation, Targeting, Positioning	Chapter 8
Week 7: 18 to 20 February	Products, Services, Brands	Chapter 9
Week 8: 21 to 25 October	New Product Development	Chapter 10
Week 9: 24 to 28 February	Pricing <b>Exam 2</b>	Chapter 11 <b>Chapters 6,8-11</b>
Week 10: 03 to 07 March	Distribution Retailing & Wholesaling	Chapter 12 Chapter 13
Week 11: 10 to 14 March	Marketing Communications Advertising & Public Relations	Chapter 14 Chapter 15
Week 12: 17 to 21 March	Personal Selling & Sales Promotion	Chapter 16
Week 13: 31 March to 04 April	Competitive Advantage <b>Exam 3</b>	Chapter 18 <b>Chapters 12-18</b>
Week 14: 07 to 11 April	Project Presentations	
Week 15: Final Exams Week	N/A	

### IMPORTANT DATES

January 13	Last day to register or add/drop Winter or Full year courses.
January 13	Last day to have tuition refunded for Winter or Full year courses.
February 17	Family Day- College Closed.
February 18-21	Mid-Term Break.
March 04	Emergency Response Day
March 14	Final examination schedule posted.
March 19	Last day to withdraw from Winter Term courses and receive a WD.
April 09 4	Last day of classes for Winter Term courses.

This course may be eligible for Prior Learning Assessment. Students should refer to the RDC Course Calendar for a list of excluded courses.

A plagiarism detection tool is used in this course.

Classroom Learning Resources may be available to students in alternative formats.

Students should be aware that Personal Counselling, Career, Learning and Disability Services are provided by RDC. Inquire about locations at Information Desk. It is the student's responsibility to discuss their specific learning needs with the appropriate service provider.

RDC offers several learning support services: course-based peer tutoring, the Math Learning Centre, the Writing Skills Centre, and help with general learning strategies (e.g., time management, study skills, exam preparation and writing). RDC also offers services for students with disabilities. To access any of these

services, visit the Learning Support desk in the Library, call (403) 357-3629, or email either [help\\_learn@rdc.ab.ca](mailto:help_learn@rdc.ab.ca) or [disabilityservices@rdc.ab.ca](mailto:disabilityservices@rdc.ab.ca)

It is the student's responsibility to be familiar with the information contained in the Course Outline and to clarify any areas of concern with the instructor.

Students should refer to the Appeals; Formal Policy, Appeals: Informal Resolution Policy and Student Misconduct: Academic and Non-Academic Policy should questions or concerns about the Course Outline not be resolved directly with the instructor.



Associate Dean \_\_\_\_\_

Date \_\_\_\_\_ January 3, 2014 \_\_\_\_\_