



Course Outline

**Department of Marketing, International Business,
Entrepreneurship
School of Business and Economics**

**BUSN 5050/1-3
Marketing Management (3,0,0)**

Calendar Description

Students examine the key principles and concepts of marketing in a variety of contexts including nonprofit, international, environmental, and service issues. Topics include marketing strategy, marketing research, customer relationship management, market segmentation, branding, pricing strategies, channels of distribution, integrated marketing communications, and international marketing.

Educational Objectives/Outcomes

After completing this course, students should be able to:

1. Explain the key principles and concepts of marketing.
2. Construct an effective marketing strategy, including a marketing mix, for a product/service.
3. Interpret marketing research information to improve the timing, accuracy, and quality of a firm's decision-making.
4. Apply knowledge of the consumer decision process and factors that influence this decision process in order to construct effective marketing campaigns and strategies.
5. Analyze appropriate segmentation criteria to discover promising market niches and effectively position a product/service.
6. Evaluate brand attributes to craft a brand position.
7. Develop an attractive marketing offer by using unique combinations of product attribute variables.
8. Evaluate pricing strategies to appropriately price a product/service.
9. Design an effective channel of distribution for a product
10. Plan an integrated marketing communications campaign that uses a range of mass communications media that are well suited to reach the target market.
11. Plan an integrated marketing communications campaign that uses a range of personal communications media that are well suited to reach the target market.
12. Develop an effective marketing strategy for launching a domestic product into an international market.

Prerequisites

Meets the admission requirements to the Graduate Diploma in Business Administration

Co-requisites

Texts/Materials

Textbooks

Kotler, P. R., Kevin Lane Keller, Subramanian Sivaramakrishnan, and Peggy H. Cunningham. *Marketing Management*. Canadian 14th ed. Toronto: Pearson Education Canada. 2013.

Ries, Al and Jack Trout. *Positioning: The Battle for Your Mind*. New York: McGraw-Hill. 2000.

Kerpen, Dave. *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)*. New York: McGraw-Hill. 2011.

Student Evaluation**Campus**

Quizzes (9)	9%
Participation/attendance	10%
Group project	21%
Midterm	30%
Final exam	30%

Online

Discussions (12)	10%
Quizzes (12)	10%
Assignments (3)	40%
Final exam	40%

Students must pass the final exam with 50% or higher to pass the course.

Course Topics**1. Marketing Principles and Key Concepts**

- Importance and scope of marketing
 - Eight demand states
 - Four key customer markets
- Core marketing concepts
 - Consumer needs, wants, and demands
 - Target markets, positioning, and segmentation
 - Broad marketing environment (demographic, economic, political-legal, socio-cultural, technological, and natural)
- New marketing realities
 - Major societal forces that affect marketing
- Company orientation toward the marketplace
 - Production concept, product concept, selling concept, marketing concept
 - Holistic marketing concept and how it relates to internal marketing, integrated marketing, performance marketing, and relationship marketing
 - Evaluating marketing initiatives with financial accountability measures and social responsibility measures
- Updating the four P's; marketing management tasks

- Evolution from the traditional 4Ps of marketing to the new 4Ps

2. Marketing Strategies and Plans

- Core competencies of the firm and how these play a key role in the marketing strategy.
- Corporate and division strategic planning
 - Corporate mission statement.
 - Strategic business units (SBUs)
 - Growth opportunities for SBUs and products/services
- Preparing for strategic planning
 - SWOT analysis
 - Internal environment analysis of strengths and weaknesses
 - External analysis of opportunities and threats
 - Formulating goals and strategy for the SBU
- Preparing a marketing plan
 - Marketing and financial objectives
 - Target markets
 - Product positioning
 - Key strategies
 - Marketing mix
 - Marketing research plan
 - Sales forecast, expense forecast, and break-even analysis
 - Marketing implementation timeline and marketing contingency plan

3. Marketing Research

- Marketing information systems, internal records, and marketing intelligence
 - Components of a marketing information system
 - Databases, data warehousing, data mining
 - Collecting marketing intelligence on the Internet
- Analyzing the macro environment
 - Demographic environment
 - Economic environment
 - Socio-cultural environment
 - Natural environment
 - Technological environment
 - Political-legal environment
- Forecasting and demand measurement
 - Estimating current demand
 - Estimating future demand
- Marketing research process
 - Observational research
 - Focus-group research
 - Survey research
 - Experimental research
 - Measuring marketing productivity
 - Marketing dashboards

4. Customer Relationship Management

- Maximizing customer lifetime value
 - Customer profitability analysis
 - Measuring customer lifetime value
 - Customer relationship management
 - Attracting and retaining customers
 - Building loyalty
 - Customer databases and database marketing
 - Influences on consumer behaviour – cultural and social factors
 - Cultural factors
 - social factors and reference groups
 - Influences on consumer behaviour – personal factors
 - Stages in consumer life cycle
 - Personality and self-concept
 - Lifestyle and values
- Influences on consumer behaviour – psychological processes
 - Motivation
 - Perception
 - Selective attention
 - Selective distortion
 - Buying decision process
 - Problem recognition
 - Information search
 - Evaluation of alternatives
 - Purchase decision
 - Post-purchase behaviour

5. Identifying Market Segments and Targets

- Geographic Segmentation
 - Region, city, climate
- Demographic Segmentation
 - Age
 - Family size, Stage in Family Life Cycle, Generation
 - Gender
 - Income, Occupation, Education, Social Class
 - Religion, Race
- Psychographic Segmentation
 - Lifestyle
 - Personality
- Behavioural Segmentation
 - Needs and Benefits
 - Decision Roles
 - Product Usage
- Evaluating and Selecting Market Segments
 - Ethical choice of target markets

6. Branding

- Defining and building brand equity
 - Brand equity models
 - Brand elements
 - Measuring and managing brand equity
 - Brand re-vitalization
- Devising a branding strategy
 - Brand portfolios
 - Brand extensions
 - Crafting the brand position
 - Analyzing competitors
 - Identifying optimal points-of-difference (PODS) and points-of-parity (POPS)
- Differentiation strategies
 - Emotional branding
 - Brand narratives and storytelling

7. Shaping the Product Offer

- Product characteristics and classifications
 - Durability and tangibility
 - Consumer-goods classification: shopping goods, specialty goods, discount goods
 - Industrial-goods classification: materials and parts, capital items, supplies and business services
- Differentiation
 - Product differentiation
 - Service differentiation
- Packaging, labelling, warranties, and guarantees
- Services
 - Intangibility
 - Variability
- Managing service quality
 - Customer empowerment
 - Customer co-production

8. Pricing Strategies

- A changing pricing environment
- Consumer psychology and pricing
 - Reference prices
 - Price-quality inferences
- Process for setting the price
 - Pricing objectives
 - Determining demand (price elasticity of demand)
 - Estimating costs
 - Analyzing competitor costs, prices, and offers
 - Selecting a pricing method
 - Selecting the final price
- Pricing methods
 - Mark-up pricing

- Target return pricing
- Perceived value pricing
- Value pricing
- going-rate pricing
- Promotional pricing, discounts, and differentiated pricing

9. Channels of Distribution

- Integrated marketing channels
 - Hybrid channels
 - Value networks
 - Service-sector channels
 - Channel designs
 - Global channels
 - Vertical marketing systems
 - Horizontal marketing systems
 - Channel conflict, cooperation, and competition
- E-commerce marketing practices
- Retailing
 - Franchising
 - Product assortment
 - Store atmosphere
 - Private labels
- Wholesaling
- Market logistics and supply chain management

10. Integrated Marketing Communications – Mass Communications

- Models of the communications process
 - AIDA model
 - Hierarchy-of-effects model
 - Innovation-adoption model
 - Communications model
- Developing effective communications
 - Identify target audience
 - Determine objectives
 - Design communications
 - Select channels
 - Establish budget
 - Decide on communications mix
 - Measure results
 - Manage integrated marketing communications
- Developing the advertising program
 - Advertising budget decisions
 - Creative strategy
 - Media selection
 - Sales promotion
 - Events and experiences
 - Sponsorship

- Public relations

11. Integrated Marketing Communications – Personal Communications

- Direct marketing
- Direct mail
- Catalogue marketing
- Telemarketing
- Interactive marketing
- Websites
- Pay-per-click ads
- Email
- Mobile marketing
- social media
- Online communities and forums
- Blogs
- social networks
- Viral marketing
- Personal selling
- Designing the sales force
- Managing the sales force
- Principles of personal selling

12. International Marketing

- Deciding which markets to enter
- How many markets to enter
- Developed versus developing markets
- Evaluating potential markets
- Deciding how to enter the market
- Indirect and direct export
- Licensing
- Joint ventures
- Direct investment
- Deciding on the marketing program
- Global similarities and differences
- Global product strategies
 - Product standardization vs. product adaptation
 - Brand element adaptation
- Global communication strategies: standardization vs. adaptation
- Global pricing strategies: transfer prices, grey markets, counterfeit products
- Country-of-origin effects
- Building country images
- Consumer perceptions

Methods for Prior Learning Assessment and Recognition

Students can apply for PLAR in any course but it cannot be used to meet the program residency requirements.

Attendance Requirements – Include if different from TRU Policy

As per TRU policy.

Special Course Activities – Optional

Use of Technology – Optional