

BUSS205 (07)
Marketing Management
Spring 2021 (Provisional)

Instructor:	Tony C. Garrett (PhD)
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Consultation Hours:	TBA
Lecture Hours and Place:	Tuesday and Thursday (2) 10.30 -11.45 TBA
Teaching Format:	Parallel (Online and Offline (if COVID-19 regulations permit))
Teaching Assistant:	TBA
Text:	Kotler, Philip and Armstrong, Gary, Principles of Marketing, 17th Edition, Prentice Hall (earlier editions of this book are acceptable) Additional Readings and examples may be posted throughout the course

Course Objective:

The objective of this course is to introduce marketing as an important function of the organization. Its focus is to demonstrate marketing's role and importance to the modern organization and the community.

At the end of this course students will achieve the following objectives:

1. To become familiar with the role of marketing within the organization and society.
2. To understand the nature of the environment within which the marketer must effectively operate.
3. To become aware of the range of tools available to the marketer to respond to changes in the environment.
4. Show how marketing can effectively assist the organization in meeting its objectives.

Course Schedule (subject to change)

Lectures	Topic	Chapter
1	Introduction to Marketing	1 & 20
2	Company and Marketing Strategy	2
3	The Marketing Environment	3
4	Managing Marketing Information	4
5	Consumer Market Behavior	5
6	Business Market Behavior	6
7	Market Segmentation and Positioning	7
8	Midterm Examination (Online) 4/20	
9	The Marketing Mix – Product	8
10	New Product Development	9
11	Pricing	10 & 11
12	Distribution	12 & 13
13	Marketing Communications	14 - 16
14	Marketing to the 21 Century	Skim 18 & 19
15	Group Presentations	
16	Final Examination (Online) 6/15	

Assessment:

Assessment	Assessment Type	Weight
Midterm Examination	Individual	30%
Final Examination	Individual	35%
Group Project and Presentation	Group	30%
Class Participation	Individual	5%

Mid Semester and Final Examinations (online):

These examinations are short essay questions. The midterm examination will cover material from weeks 1 through 7 inclusive. The final examination will cover material from weeks 9 through 15. It is important to note for the final examination that material from earlier in the semester may be important to revise in order to increase your understanding of the concepts and ideas presented in the latter part of the semester. All material will be covered from class lectures and examples, in-class discussion, the chapters from the text book, and elements of your group project. The examinations will examine not only your knowledge of the material, but also how the theory can be applied in a business sense.

Group Project and Presentation:

Assessment: Report 20% Presentation 10%

Final report due: **Week 15.**

Objective: Application of marketing concepts and methods to design a marketing program. Your group is to:

Generate a new product concept and develop a marketing program for the new product that you will introduce to the market.

The project will be discussed in class in the first few lectures. Brief 10 minute meetings will also be scheduled with the Instructor. This will allow the instructor to provide constructive feedback and also allow the instructor to assist the group with any questions that they may have.

The written report should be no longer than 15 pages (excluding appendices). Standard business reporting style should be used, which includes an executive summary, background, analysis and key recommendations on the marketing tools that should be used for the new product concept. Presentations will be scheduled in week 15.

Group Work:

A key component of the assignments is group work. The optimal size for the group project is 5 people. Groups will be self-selected. Your group should be formed by week 4. If you have difficulty forming a group, please see the instructor as soon as possible. Each group member is expected to contribute equally to the project. Peer evaluation forms are available from the Instructor at the end of the project should you believe that there is a problem with member contributions. Please approach the instructor at the earliest time if there appears to be a problem arising in the project. A Peer Evaluation will be given at the end of the semester – this may result in loss of grade if contribution is not deemed to be sufficient).

Class Participation

Students are expected to contribute to class discussion. This involves preparing for each lecture by reading the assigned chapter in the textbook and any other assigned additional readings. Think through the topic, think how this relates to the environment which you are familiar, and create your own opinion. The instructor will be calling on each of you to share your ideas with him and the rest of the class. This will form the basis of the class participation mark.

Purpose: To ensure good class and learning environment

- The level of constructive/informed participation will be recorded e.g the constructive and meaningful contribution to on/offline discussion will be noted.
- In the online class environment, it is expected and polite to have your camera on.
- Attendance (or online access) will be recorded. This class will institute a liberal attendance policy, that allows students to attend classes at their discretion HOWEVER we comply with the Ministry of Education requirements that students attend more than two thirds (66%) of the class hours.

- Your attendance at class group presentations is required
Missing one class of presentations will result in 3% penalty

Miss your own group's presentation – 5% penalty and likely forfeiture of your presentation grade of 10%

- Negative Group Project Peer evaluations will *first* result in reductions of the class participation grade. Other differential grading will be done case by case.

Class Rules: There are few rules in this class – except respect for all. If you have to leave class early then you need to tell the instructor before. People coming IN and OUT of the offline class is disruptive to all – SO WILL NOT BE TOLERATED!

Copyright Law: Materials and lectures in this course are protected by Copyright Law. Materials are presented in an educational context for personal use and study and should not be shared, distributed, or sold in print - or digitally - outside the course without permission. Electronic video and/or audio recording is not permitted during class unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited.

Anti-graft Law: Do not ask the instructor to change the grade unless there is a flaw in grading. Improper solicitation and graft for any matters are strictly prohibited by Anti-graft Law.