



## **MASKWACIS CULTURAL COLLEGE**

### **University Studies**

(MARK 1501)

**Course level** (1<sup>st</sup> year )

**Course term/ date** (Fall 2017)

Course dates: September 7-Dec 14 2017 (Thursdays)

Instructor and qualifications: Azar Kamran, MBA

Room No: 127

Phone: 780-585-2468 | email: azar\_kamran@hotmail.com

Hours: 5:00pm-8:30pm

---

### **Academic Calendar description and credit hour breakdown:**

*University Transfer Course (MCC) 13-3-0*

**Required Text(s):** Please use APA format

**Prerequisites:** No prerequisites required.

**Text book:** Marketing 9<sup>th</sup> Canadian Edition by Frederick G. Crane, Roger A. Kerin, Steven W. Hartley, William Rudelius

**Course Description:** The course spans over various marketing topics to develop an understanding of marketing process and its management, an understanding of buyers and markets and on targeting and satisfying various marketing opportunities.

For 3 credits (33 hours)

### **Course Objectives:**

1. Initiating marketing process
2. Understanding buyers and markets
3. Targeting marketing opportunities
4. Satisfying marketing opportunities
5. Managing the marketing process

**Learning outcomes:** At the end of this course, the students will be able to

- a) Understanding marketing strategies, marketing environment, ethics and social responsibility in marketing
- b) Understand consumer behavior, organizational markets and buyer behavior
- c) Understand marketing research, segmentation, targeting and positioning

- d) Understand development of new products and services, managing products brands and services, pricing, managing marketing channels and supply chains, retailing, advertising, sales promotion, public relations
- e) Managing the marketing process: Strategic marketing, Social media

**Assignments:** Provide detailed instruction on Assignments and the chart below.

Assignment	Request for	Percentage of total grade	Due date
#1	Research assignment #1	10	October 5
#2	Research assignment #2	10	October 26
#3	Research assignment #3	10	November 23
#4	Participation (attendance)	10	Per class attendance
#4	Exam	60	December 7
Total		100%	

**Grading system rating:** Be sure to clearly state each assignment and how much they are worth.

Provide detailed grading information, and describe each below, eg: describe how you will grade attendance, or participation, journals, papers.

Grading System:

### Grading system revised April 2017

Descriptor	Grade point value	Percentage	Alpha grade	Standing
Outstanding performance	4.0	95 or above	A +	Honours
Excellent performance – superior performance showing comprehensive knowledge of the subject matter	4.0	85 – 94.99	A	Honours
Approaching excellent	3.7	80-84.99	A-	Honours
Exceeding good performance	3.3	77-79.99	B+	
Good performance – clearly above average performance with knowledge of subject matter generally complete	3.0	73-76.99	B	
Approaching good performance	2.7	70-72.99	B-	
Exceeding Satisfactory performance	2.3	67-69.99	C +	
Satisfactory performance basic understanding of the subject matter	2.0	63-66.99	C	<b>Minimal pass</b>
Approaching satisfactory performance	1.7	60-62.99	C-	
Insufficient prep for subsequent courses in same subject	1.3	55-59.99	D+	
Insufficient prep for subsequent courses	1.0	50-54.99	D	
Failure. Did not meet course requirements	0.0	0-49.99	F	
Incomplete	0.0	0.0	I	

\*Group/Individual work to be identified

**Schedule of lectures and topics covered:** dates of each class, topics that will be covered, any assignments due on that date, speakers attending, etc.

<b>Date</b>	<b>Topic</b>	<b>Readings (Chapters)</b>	<b>Assignments Due (as a reminder)</b>
September 7-14	Initiating marketing process	1,2	
September 14-21	Initiating marketing process	3,4	
September 21-28	Understanding buyers and markets	5	
September 28-October 5	Understanding buyers and markets	6	Research assignment #1 due
October 5-12	Targeting Marketing Opportunities	8,9	
October 12-19	Satisfying marketing opportunities	10	
October 19-26	Satisfying marketing opportunities	11,12	Research assignment #2 due
October 26-November 2	Satisfying marketing opportunities	14,15	
November 2-9	Satisfying marketing opportunities	17	
November 9-16	Managing the marketing process	19	
November 16-23	Managing the marketing process	20	Research assignment #3 due
November 23-30	Revision	All	
December 7	FINAL EXAM	ALL ABOVE	Exam

### **Schedule of Laboratories and topics covered:**

As part of the assignment you are expected to utilize resources available in your library and meet with your librarian for 30-60 minutes individually or in groups of 2. Your librarian will teach you to access information and references from the library and online databases. She will assist you to find 1-2 references on a topic in this course.

<b>Date</b>	<b>Topic</b>	<b>Assignments Due Date</b>
Research assignment #1	Describe how social forces, such as demographics, and cultural and economic forces, such as macroeconomic conditions and consumer income, affect marketing. Give examples.	October 5
Research assignment #2	Describe the role of packaging, labelling, and warranties in the marketing of a product.	October 26
Research assignment #3	Identify the challenges Canadian retailers face as they pursue sustainable growth	November 23

**Additional Information:****Student conduct:**

- a) Plan to arrive to class on time and to stay for the entire class period (or until dismissed) because random arrivals and exits are disrespectful and distracting.
- b) All cell phones, smartphones, and other electronic devices (e.g., pagers, iPods) must be turned off (or on vibrate) and hidden from view during class time.
- c) Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact a classmate to determine what was missed.
- d) Talking and other disruptive behaviors are not permitted while classes are in session.
- e) Be polite and respectful towards others, instructor and other students.

**Plagiarism:** is a serious Academic offence. The consequence of such an offence is termination from the program.

**Missed Assignments and research papers:** Must be submitted prior to dd-mm-2017

**Notes:**

Academic approval by

A handwritten signature in black ink, appearing to read 'CLouis', is written over a horizontal line.

President: Dr. Claudine Louis

Cultural content approved by

A handwritten signature in blue ink, appearing to read 'Jerry Saddleback', is written over a horizontal line.

Elder: Jerry Saddleback

Approvals must be obtained prior to start of classes and will be organized by the Dean of Academic Studies with a signed copy sent to the instructor.