



Instructor: Patrick J. Kidd
Office: 4H.7
Telephone: Please use e-mail
Email Address: pkidd@DawsonCollege.qc.ca
Response usually within two scheduled teaching days (= business days).
Office Hours: See MyDawson (by appointment)

Course Hours: 45
Pre-requisite: Introduction to Business
Course Weighting: 3-0-3

PROGRAM COMPETENCIES

This course is linked to the following ministerial competency:

Program Number	Competency	Statement of the Competency
300	022R	To identify the contribution of knowledge related to Social Science disciplines to the understanding of human phenomena.

COURSE DESCRIPTION

- Basics of Marketing (401-201-DW) is a 200-level course (ANALYSIS) within the Business Administration discipline. Students must have successfully completed the Introduction to Business course prior to taking this course. This course examines, among other things, the environments to which marketing managers must respond, the participants and their roles within a market, and the marketing mix used to satisfy the needs of a defined target market.
- The course links with, and draws from, a variety of other academic disciplines, including: Business Administration, Economics, Psychology, Sociology, Law, and English. The course also uses the case method to advance students' analytical abilities.

COURSE AIMS & OBJECTIVES

- To understand the development of the body of knowledge being studied.
- To know and understand the main facts, notions, concepts, theories, methods, and other key components of this body of knowledge.
- To demonstrate the relevance and scope of these components in the understanding of human phenomena.

LEARNING ACTIVITIES / METHODOLOGY

- The following learning methods will be used: lectures, labs, videos, progress tests/quizzes, discussions, case analyses, student assignments, and presentations.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

- Describe the evolution of modern marketing;
- Employ relevant marketing terminology;
- Explain the role and importance of marketing information;
- Differentiate the role of marketing from other organizational activities;
- Segment a market appropriately;
- Develop and implement a marketing strategy;
- Identify the factors that affect consumer decision-making;
- Recognise the strategic differences in approaching an international market versus a domestic market;
- Analyse and define the marketing strategy for a product that meets the needs of its potential buyers;
- Analyse articles from academic journals and popular publications in preparation for the end-of-term written project that requires (among other things) documentation of work and construction of a bibliography.

REQUIREMENTS

- **Preparation.** Students are expected to complete any homework, read and prepare any assigned text, and review any cases prior to class.
- **Participation** includes student contribution to and involvement in all course activities (lessons, discussions, presentations, exercises, quizzes, homework, labs, etc.). Good participation is characterised by a positive attitude, appropriate comportment, punctuality, successful completion of all assigned work, and progress in academic performance. Marks will be allocated for these components of Participation. There will be no chance to make up for evaluated in-class activities. If you aren't in class, you can't participate in that class. No exceptions.
- **No electronics** (phones, computers, etc.) permitted during lessons unless specifically instructed otherwise for certain activities.
- **Penalties** for late submissions will be up to 10% for each day late. Work is due **before** the beginning of the class.
- **Examinations** will draw on all the material presented in the text, hand-outs and online notes, labs, homework, assignments, and lectures. Students are not allowed to leave the classroom during an exam. If a student wants to leave the classroom, the exam must first be handed in.
- **Failure** to pass (60%) any one of the components of the course (see 'Evaluation') may result in failure in the course.
- **Plagiarism** or any other form of **cheating** will result in **failure** (for the assignment or for the course).
- **Departmental Policies** of the Business Administration Department – see policy.pdf

EVALUATION

Activity	Marks	Tentative Dates
Participation (see 'Requirements')	10%	Throughout
Projects & Assignments	15%	Weeks 4,11
Exams (3*25%)	75%	Weeks 5,10,14

REQUIRED TEXTBOOK



Marketing: An Introduction, Sixth Canadian Edition, 6ce
Armstrong, Kotler, Trifts, Buchwitz • Pearson Education Canada

MyMarketingLab with eBook (digital eText) and other online learning materials
MyMarketingLab with eBook is required. The physical paper bound textbook is optional.

MyMarketingLab Access Code - ISBN-13: 9780134300870 (online purchase)
Package: Textbook + MyMarketingLab Code (with eText) - ISBN-13: 9780134470528

Business Case Simulation

There will also be a required online purchase of an online business simulation (~\$30) for a group project. Details will be posted online when the project is assigned.

Accompanying Materials: There will be accompanying support material provided on my Website and on the MyDawson site. Students are expected to consult these Websites on a regular basis.

CONTENT

A.	Marketing: Creating and Capturing Customer Value	Ch. 01
B.	Marketing Strategy	Ch. 02
C.	Social Responsibility and Marketing Ethics	Ch. 03
D.	Analyzing the Marketing Environment	Ch. 04
E.	Managing Marketing Information	Ch. 05
F.	Consumer and Business Buyer Behaviour	Ch. 06
G.	Segmentation, Targeting, and Positioning	Ch. 07
H.	Products and Services	Ch. 08
I.	Brand Strategy	Ch. 09
J.	Pricing	Ch. 10
K.	Marketing Channels	Ch. 11
L.	Retailing and Wholesaling	Ch. 12
M.	Communicating Customer Value	Ch. 13
N.	Personal Selling and Sales Promotion	Ch. 14
O.	Direct and Online Marketing	Ch. 15
P.	The Global Marketplace	Ch. 16