



MRKT 1199 S-10
Introduction to Marketing
Course Presentation
Monday/Wednesday
Summer 2006

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appointment)

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I. LEARNING OBJECTIVES:

Upon successful completion of the course, students will be able to demonstrate:

- 1) Knowledge of, and ability to apply, basic marketing principles and practices.
- 2) Ability to proceed to advanced marketing courses.

II. PREREQUISITES: - None

III. TRANSFERABILITY: - See Transfer Guide

IV. REQUIRED TEXT: Principles of Marketing Kotler 6th. Can. Ed. Pearson 2005

V. EVALUATION:

Mid-term	15%
Projects	24%
Final	25%
Quizzes 9@3%	27%
Participation	5%
Retail assignment	4%
	100%

Students must score a minimum 50% on individual components to pass the course.

VI. **S-10 Monday/Wednesday**

Week	Date	Chapter/Topic	Quiz/ Presentation
1	May 8/10	1 – Customer relationships	
2	May 15/17	2 – Marketing strategy	1 & 2
3	May 22/24	3 – E-commerce (May 22 = holiday)	3 & 5
4	May 29/31	5 – Marketing environment	
5	June 5		Presentation A
	June 7	6 – Marketing information	6 & 7
6	June 12/14	7/8 – Consumer behaviour, Bus. markets	
7	June 19	9 – Segmentation, targeting, positioning	8 & 9
	June 21		Presentation B
8	June 26/28	Mid-term Exam	
July 1st - Last day to officially withdraw			
	July 3	HOLIDAY	
9	July 5	10/11 - Product & service decisions	10 & 11
10	July 10/12	12 - Pricing Decisions + 4 - Ethics	12 & 4
11	July 17		Presentation C
	July 19	13/14 Channels, retailing, wholesaling	13 & 14
12	July 24/26	15 – I.M.C., 16 - Advertising	15 & 16
13	July 31/Aug. 2	17 – Selling, direct marketing	17 & 18
	Aug. 7	HOLIDAY	
14	Aug. 9	18 - Global decisions	Retail ass't due
15	Aug. 14		Presentation D
Final Exam –August 16th 8 - 10			

VII. **IMPORTANT INFORMATION**

Please refer to the Kwantlen University College Calendar for details on:

- Grading System, including conversions between numerical scores and letter grades
- Plagiarism and Cheating
- Withdrawals and Refunds
- And many other policies and procedures

For answers to other specific questions about transcripts, graduation requirements, transfer credit, etc., you should consult with the Registrar's Office, Admissions, and/or Counselling/Advising. Rules and procedures change occasionally within Kwantlen and often differ between institutions. Therefore, it is important for you to seek out the appropriate authoritative source of information.

VIII. **COURSE REQUIREMENTS**

- There will be a combination of lectures, class exercises and project activities each week, in which you are required to actively participate.
- You are required to read assigned material prior to class.
- Minimum Attendance: Minimum required attendance for satisfactory completion of this course is 80% of class contact hours. If you cannot meet this university college requirement due to other constraints, please contact me as soon as possible. Punctuality at start of class and returning from coffee is essential. Attendance for only part of the class is considered a full absence.
- Any student missing a presentation will lose 2 marks of the 5% for participation.
- No cell phones. If you check for messages or if it rings during class, I will automatically deduct 2% from your participation grade. Please put cell phones away during class.
- No reports can be accepted more than 5 minutes after the start of class on the due date, for any reason.
- Please keep a backup copy of any submitted work.

IX. **QUIZZES AND EXAMS**

NO make-ups possible in any circumstances without a note from your doctor or counsellor. Please, call me ahead! You may bring 1 page of notes for each chapter to each quiz and exam - must be individually prepared!

Quizzes - 10 multiple choice questions

Exams - 20 multiple choice questions; essay, in point form or narrative.

X. **PROJECTS**

Students will complete 2 projects, in self-selected teams of 4.

Your team will be assigned a chapter - your challenge is to identify some of the most important / interesting topics / concerns / theories from your chapter and in your report demonstrate how these concepts can be applied in the marketing of a product or service. As a suggestion for your project, you will be assigned a question(s) from the end of the chapter, but you may wish to modify this question (with the instructor's approval) in order to complete a truly excellent project.

You are strongly encouraged to discuss your project ideas with your instructor as early as possible, and to e-mail an early draft. Please include the phone numbers of all group members on your e-mail. I will likely phone you from my home with comments. Please ignore my home phone number on your call display. I can't accept incoming calls at home. Thanks.

Grading:

- 2 projects @ 12%= 24% of course grade.
- 6% for a 2-page (maximum) single spaced report plus cover, appendices, and bibliography. Marks will be lost if the 2-page maximum is exceeded. Report = teamwork.
- 6% for an informal 10/15-minute verbal presentation prepared and given to 8 students from other groups. Presentation = individual work.

Written Report Criteria:

- Adequate answers to all questions.
- Extent and use of research.
- Meaningful, in-depth analysis.
- Correct English/grammar, professional format.
- Written confidential peer evaluations will be used to ensure equal contributions from all team members. Lesser input will result in a grade of zero. The mark will be a group mark.

Presentations:

- You will give an oral presentation to 8 other students at your table. You will not use the overhead projector, nor the computer projector, but will instead hand out 8 printed copies of your report (just the 2 main pages, printed both sides) and PowerPoint presentation (6 slides per page, 12 slides max) to the other students.
- Then you will ask them to read your assigned question from the end of the chapter.
- Then give an interesting presentation, 10 - 15 minutes - make it interactive, don't just read it!
- Finally, all 9 students complete a confidential evaluation.

Presentations Criteria:

- The other 8 students will complete a confidential, written evaluation of your presentation, and the average of the grades they award to you will form the mark out of 6% for your presentation. The other students will evaluate you on 5 criteria:
 - adequate answers to all questions
 - research
 - analysis
 - interesting/enthusiastic presentation
 - PowerPoint slides

Note that final responsibility for grading remains with the instructor, who will investigate and resolve any disparities in peer evaluations, or student evaluations of your presentation. You must prepare your PowerPoint presentation individually, not as a group, and the mark will be an individual mark.