

SCHOOL OF BUSINESS
Course Outline

COURSE NAME:	Marketing Projects in Industry	COURSE NO.:	BMKT 405
TERM:	Fall 2015	COURSE CREDITS:	3
INSTRUCTOR:		E-MAIL:	
OFFICE:		PHONE (LOCAL):	

- COURSE PREREQUISITES:** 84 credits of 100 level or higher coursework including 12 BMKT/IBUS credits, ENGL 100, and CMNS 220 or CMNS 152
- REQUIRED TEXT:** There is no required text for this course. Based on the specific project topics, additional reading packages and materials may be provided to student teams.
- COURSE FORMAT:** Instructional hours: 3 hours per week x 15 weeks.
 Fourth-hour activities: Online assignments, discussions, interaction and team project work.
 Students are expected to come to class with a clear understanding of assigned readings, pre-work and tangible project progress.

COURSE OUTCOMES:

General Outcomes:

This course is intended to provide students with an opportunity to apply concepts and skills learned during their marketing program studies through a student team-based project to solve a real marketing problem in a client organization. The emphasis will be on integrating previous course content and principles with project management techniques to deliver a high-quality marketing deliverable for a client.

Students will benefit from gaining experience in solving a real marketing challenge or situation. They will further their understanding of the types of marketing career opportunities available to them upon graduation, they will improve their understanding and usage of typical marketing terminology, and will gain confidence in carrying out a number of marketing tasks typical of a marketing practitioner.

The course format is a combination of classroom-based interactive classes, team formation, topic selection and project scope refinement exercises in the early part of the term. The remainder of the classes will be focused on a marketing industry project conducted and managed by an assigned student team (usually the teams consist of 2-3 students each). Final presentations are held during the third last week of semester. Students will also interact outside the classroom via a course website. The student groups will have regular face-to-face interaction with their instructor and are expected to have significant interaction with their client organization. Wherever possible, students will be working on student teams and project topics that correspond to their individual career path aspirations.

Specific Student Outcomes:

Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

Abilities	Learning Outcomes	Levels *
Communications	C1. Prepare a professional quality marketing report or similar deliverable.	5
	C2. Deliver a compelling marketing presentation to your client with project findings in a real business setting.	5
	C3. Communicate effectively to the project stakeholders using terminology, language, format, and professionalism typical of an industry practitioner.	4
Analysis & Decision Making	A1. Demonstrate the ability to leverage project management principles to successfully complete a marketing project.	4
	A2. Apply marketing concepts in a practical setting.	5
	A3. Demonstrate a high degree of analysis, creativity and innovation in identifying and researching their client organization's business or marketing problem, investigating potential solutions, and identifying the most optimal recommendation for the client organization.	4
Social Interaction	S1. Effectively work as a team of marketing professionals leveraging each group member's strengths and mitigating weaknesses.	5
	S2. Overcome team dynamic challenges in a professional manner.	6
	S3. Build a professional relationship with your client reaching win-win agreements.	5
Citizenship, Sustainability & Global Perspectives	G1. Enhance their ability to network within the local and global marketing and business community.	4
	G2. Identify and understand the social role of your client company.	4
	G3. Assesses the environmental impact of the marketing solutions proposed. Considers sustainable options for the marketing solutions proposed.	5

*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual / Group	CAPabilities Assessed			
			Communi-cations	Analysis & Decision Making	Social Interaction	Citizenship, Sustainability, & Global Perspectives
Prior knowledge quiz	5%	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Ind. Case Assessment	10%	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Project Selection and Terms of Reference	10%	G	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Written Report or other project deliverable agreed to with client	30%	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Project Mgmt. Log	10%	I and G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Final Presentation to client ¹	10%	I and G	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Instructor's & Client's Evaluation ²	15%	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Class Participation	10%	I	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Total	100%					

¹ Final presentations to clients are to be delivered in the classroom. Other arrangements need to be coordinated with the instructor at least 2 weeks in advance. Student attendance to all presentations is mandatory. 50% of this mark will be deducted to those students who do not attend all presentations. Students are expected to make an equal contribution to the final project. Failure to produce your 'fair share' will result in deductions. Please refer to separate document posted on Moodle for Group Dynamics.

² Clients will be contacted one by one to receive their feedback. This feedback will be used to assign the mark.

³ There is a process for assigning Class Participation Marks. See separate document posted on Moodle.

All written assignments can be submitted either at the beginning of class on due date, or **electronically** via Moodle or email to _____@capilanou.ca . Files must be named according to the following: your first and last name assignment name.doc (example: _____ Essay Assignment.doc). Sometimes you may use the name of your team instead. 20% will be deducted of the assignment's final mark if a student or group fails to submit electronically, on time and to properly name the files.

ALL COMPONENTS OF THE CLIENT/GROUP PROJECT MUST BE COMPLETED TO PASS THE COURSE

COURSE CONTENT:

Date	Topic
Week 1	Course and Outline review Prior marketing knowledge review.
Week 2	Prior marketing knowledge review. Individual and group expectations, skills survey, group formation exercise, group ground rules, project management overview, group project options.
Week 3	Group project overview, preparing a project plan, terms of reference, team roles, action plan. Identifying and selecting client organizations, working on the Terms of Reference.
Week 4	Prior knowledge QUIZ (10%).....SET UP TO BE COMPLETED ON LINE VIA MOODLE Identifying and selecting client organizations, working on the Terms of Reference. Individual feedback.
Week 5	Progress report, sharing your experience with the client and the challenges you are facing. Signing your Terms of Reference.
Week 6	Work on your project plan.
Week 7	Presentation of project plans and terms of reference. TOR Reference Due – 10%
Week 8	Work on team projects: progress report , sharing your experience with the client and the challenges you are facing.
Week 9	Project reviews, group and instructor feedback.
Week 10	Work on team projects, sharing the final deliverables.
Week 11	Preparing final presentations to the client organizations. Presentation Rehearsals. Project Mgt Blog and Reports due.
Week 12	Group Project Presentations to the Client (ATTENDANCE IS MANDATORY) (15%) Group Project Presentations to the Client, Peer Evaluation (ATTENDANCE IS MANDATORY) (10%) FINAL REPORT OR OTHER DELIVERABLES DUE (30%)
Week 13	Group Project Presentations to the Client (ATTENDANCE IS MANDATORY) (15%) Group Project Presentations to the Client, Peer Evaluation (ATTENDANCE IS MANDATORY) FINAL REPORT OR OTHER DELIVERABLES DUE (30%)
Wk 14 & 15	Final Exam Period (there is no final exam for this course)

**Note: There may be minor changes made to the schedule at the discretion of the instructor; any changes will be announced in class and on the course Moodle site.*

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Grading Profile:	A+	90-100	B+	77-79	C+	67-69	D	50-59
	A	85-89	B	73-76	C	63-66	F	49 and below
	A-	80-84	B-	70-72	C-	60-62		

Emergency procedures: In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

SCHOOL OF BUSINESS POLICIES:

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

English Usage: All assignments are marked for correct English usage, proofreading and formatting.

Missed Exams and Quizzes: Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, will be required. For further information, refer the "Examination & Pivotal Presentation Exemption Policy".

Examination and Pivotal Presentation Exemption Policy All students are required to appear and write their scheduled mid-term and final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

"Medical Exemption" will be considered, if:

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, a student falls ill or is injured.

"Falling ill" is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student's ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

"Injury", for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be

impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

“Catastrophic Personal Loss Exemption” will be considered, if:

Events occur in the student’s life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an immediate family member * (defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member does not include general acquaintances. Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury.

In all of the above scenarios, a physician’s letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for must be presented by the instructor to their Unit Convenor for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely “under consideration” until approved or rejected by the Unit Convenor. A student applying for an exemption for a specific section which is instructed by the Unit Convenor will have their application reviewed by the Vice-Chair or Chair of the School of Business.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic “0” grade for that exam or assignment. This “0” grade may not be appealed or contested, and will not be changed.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University’s Copyright Policy. The University’s Copyright Policy is published in the University website.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person’s effort to obtain an academic advantage. Cheating includes permitting another person to use one’s work as their own. Plagiarism is the presentation of another person’s work or ideas as if they were one’s own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

Penalties for Cheating and Plagiarism:

A grade of ‘0’ for an examination, quiz or assignment or ‘F’ for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.