

## SCHOOL OF BUSINESS

### Course Outline

<b>COURSE NAME:</b> Introduction to Mobile App Marketing & Commercialization	<b>COURSE NO.:</b> BMKT 317
<b>TERM:</b> Spring 2014	<b>COURSE CREDITS:</b> 3
<b>INSTRUCTOR:</b>	<b>E-MAIL:</b>
<b>OFFICE:</b>	<b>PHONE (LOCAL):</b>

**COURSE PREREQUISITES:** 45 credits of 100 level or higher coursework  
*Note: BMKT 161 ("Marketing"), BMKT 369 ("E-commerce and Marketing") and BMKT 315 ("E-business Analysis & Administration") would be helpful to have before taking this course but are not mandatory.*

**REQUIRED TEXT & OTHER RESOURCES:** Frost, R., Pike, J., Kenyo, L., & Pels, S. (2011). *Business Information Systems: Design an App for That, v. 1.0.* Irvington: Flat World Knowledge.  
 Cyr, A. L. (2007). *Creating a Business Plan.* Boston: Harvard Business School Press.  
**Lynda.com Video Bundle**  
 Subscription to a Lynda.com bundle with five video courses ([www.lynda.com](http://www.lynda.com)) to access a number of video tutorials on mobile app development, and prototyping / wire-framing. The cost for this will be approximately \$25 to \$30. Details for ordering will be available on the course website.  
**Business in Vancouver** online subscription.  
 Ordering details will be available on the course website.  
 Other articles and resources will be provided online on the course website.

**COURSE FORMAT:** Instructional hours: 3 hours per week x 15 weeks.  
 Fourth-hour activities: Local events, field trips and/or online Webcasts

**COURSE OUTCOMES:**  
**General Outcomes:** This course provides an overview of mobile and Web technologies and infrastructure including cloud computing, social media networks and the major mobile operating systems, Windows, Android, Blackberry and Apple iOS for the growing iPhone and iPad market. Students will gain an understanding of how these technologies both compete and integrate together, the key business and social drivers, and the process for building a mobile or Web application.  
 As part of a cross-disciplinary team, students will have the opportunity to create a business plan for the development and commercialization of a mobile app and develop a basic design prototype / mock-up.

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

Ability	Learning Outcome	Levels*
Communications	Utilize effective communication skills (e.g. brainstorming) to engage in active class discussion	4 → 5
	Present client-focused deliverables such as a mobile app prototype (wireframes and design templates)	4 → 5
	Present mobile app/ recommendations in a professional manner in an oral presentation and / or written report format	4 → 5

Analysis and Decision Making	Define mobile app marketing and commercialization and to understand when and how it can be utilized; to develop an understanding of what can, and of what cannot, be expected of this discipline	2 → 5
	Understand the mobile app implications of cloud computing and how to integrate a mobile app strategy into an organization's overall marketing and business strategy.	2 → 4
	Understand different types of mobile application designer, developer and marketing jobs	2 → 4
	Conduct mobile app analysis; to use mobile analytics tools and to create mobile app report card	2 → 4
	Use mobile apps to conduct marketing research	2 → 4
	Apply mobile app design and marketing tactics and tools to a "real world" marketing problem	2 → 4
	Understand the relationship between mobile design and current content management systems such as WordPress.	3 → 5
	Utilize mobile app design, wire-framing and prototyping tools	3 → 5
	Write a mobile app venture proposal and elevator pitch	3 → 5
	Understand the process of mobile app response design so that apps can look and perform well on a variety of devices including PCs, phones and tablets.	2 → 4
	Conduct advertising on mobile platforms	2 → 4
	Create a mobile app marketing plan	2 → 4
	Social Interaction	Use a collaborative approach to mobile app design and commercialization simulating a real life environment where developers and other team members are often working from remote locations.
Use a team approach to managing all of the dimensions of the expectations of the course		3 → 5
Citizenship, Sustainability and Global Perspective	Identify the likely mobile app related ethical issues such as privacy protection that will likely arise in a given a business scenario	3 → 5
	Integrate mobile app marketing in a global marketing process	3 → 5

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

**COURSE CONTENT:**

Wk	Topic	Readings	Assessment
1	Course overview, Introduction to Mobile App Marketing and Commercialization, value of an idea, when not to disclose your idea, new venture process	FWK Chapter 1 – Info Systems in Your Life: Types of Systems and Careers, Chapter 2 – Info Systems to Enhance Business: Business Process and Redesign	
2	Mobile app market overview, developing your venture idea and proposal, mission and strategy, ethics, picking a good name, legal structures for companies and regulatory issues and legal structures, business plan introduction, market research, best structures for a mobile app company, business model canvas intro <b>Forming Teams</b>	Creating a Business Plan, pgs. 1 -10.	
3	Mobile app marketing fundamentals, business plans, business model canvas cont.	Creating a Business Plan, pgs. 11-36. FWK Chapter 9 – Industry Analysis: Smartphone Apps	

4	Developing a “what-if” analysis financial model and funding your app development, Elevator pitch introduction	FWK Chapter 7 – Knowledge with Information Systems: Forecast Revenue & Expenses for the App, Chapter 8 – Determine Feasibility of a Business Loan for the App, Chapter 12 – Presenting the Business Case: Design a Presentation for the App Optional: Chapter 16 – Microsoft Excel Techniques	<b>Research Article Draft Due</b> (this will then be peer reviewed)
5	Mobile strategy, marketing research, market size, growth and segments, competition, 4Ps of marketing – product, price, promotion and place, sales management	Creating a Business Plan, pgs. 39-66.	<b>Mobile App Venture Proposal &amp; Financial Model Spreadsheet (15%)</b>
6	Mobile Design User centred design, principles of graphic design, wire-framing / mock-up tools	Creating a Business Plan, pgs. 67-70., FWK Chapter 3 – Principles of Graphic Design, Chapter 4 – User Centered Design: Design and iPhone App Lynda.com Video: Responsive Design Fundamentals	<b>Mobile App Venture Elevator Pitch Videos due (10%)</b>
7	Building a mobile app development and business team. Human Resources – building a team, staffing, contracts/hire letters, employment standards Mobile app competition and intellectual property protection, trademarks, copyright, patents, competitive response	Creating a Business Plan, pgs. 71-76, CIPO resources, BC Employment Standards website - see course website	Team venture business plan – intellectual property section <b>Research Article Final Due (15%)</b>
8	Mobile App Financial plan - Taxation, accounting & finance, financial statements	Creating a Business Plan, pgs. 77-88, 95-109	
9	Mobile App Case Studies, Local Mobile Industry Lessons learned from mobile app funding and exit success stories, Funding your mobile app venture, planning your exit		
10	Work on team projects		
11	Mobile Web, Building a Mobile-friendly WordPress Site	Lynda.com Videos: WordPress Mobile Solutions; Mobile Web Design & Development Fundamentals, FWK – Chapter 5 – Planning Usable Websites: Design a Website to Market the App,	<b>Mobile App Business Plan &amp; Design Mock-up (25%)</b>
12	Draft Elevator Pitches		
13	Final Elevator Pitches		<b>Mobile App Client Presentations (25%)</b>
14 15	Final Exam Period (no final exam for this course)		

The above schedule is subject to change: any changes will be communicated in class and online.

**EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Commun-ication	Analysis & Decision Making	Social Inter-action	Citizenship, Sustainability & Global Perspective
Mobile App Venture Proposal (1 page) and Business Model Spreadsheet	15%	Individual	✓	✓		
Mobile App Elevator Pitch (100 seconds, video format)	10%	Individual	✓	✓		
Mobile App Business Plan and Design Mock-up (max. 10 pages)	25%	Team	✓	✓	✓	✓
Mobile App Elevator Pitch Panel presentation (10 minutes)	25%	Team	✓	✓	✓	✓
Research Article	15%	Individual or Team	✓	✓		✓
Class Contribution, in-class and online exercises, online discussion forums, contributing resources and support to classmates, quizzes.	10%	Individual	✓	✓	✓	✓
<b>Total</b>	<b>100%</b>					

Assignment descriptions will be posted on the course website.

**Note:** There is a peer evaluation process for the team project. To determine the individual grade allocation the team project deliverable grade will be weighted up or down based on each students average peer evaluation score. Details will be provided in class and available on the course website.

**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.

<b>Grading Profile:</b>	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.