



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Spring 2019	COURSE NO: BMKT 317	
INSTRUCTOR:	COURSE TITLE: INTRODUCTION TO MOBILE APP MARKETING & COMMERCIALIZATION	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

COURSE PREREQUISITES

45 credits of 100 level or higher coursework; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION

This course provides an overview of mobile and Web technologies and infrastructure including cloud computing, social media networks and the major mobile operation 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.

COURSE NOTE

BMKT 161, BMKT 315 and BMKT 369 would be helpful to have before taking this course but are not mandatory

REQUIRED TEXTS AND/OR 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) to access a number of video tutorials on mobile app development, and prototyping / wire-framing. 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 STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

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
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.
Understand different types of mobile application designer, developer and marketing jobs
Conduct mobile app analysis; to use mobile analytics tools and to create mobile app report card
Use mobile apps to conduct marketing research
Apply mobile app design and marketing tactics and tools to a "real world" marketing problem
Understand the relationship between mobile design and current content management systems such as WordPress.
Utilize mobile app design, wire-framing and prototyping tools
Write a mobile app venture proposal and elevator pitch
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.
Conduct advertising on mobile platforms
Create a mobile app marketing plan
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
Identify the likely mobile app related ethical issues such as privacy protection that will likely arise in a given a business scenario
Integrate mobile app marketing in a global marketing process

COURSE CONTENT

Week	Topic
1	Course overview, Introduction to Mobile App Marketing and Commercialization, value of an idea, when not to disclose your idea, new venture process
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 Forming Teams
3	Mobile app marketing fundamentals, business plans, business model canvas cont.
4	Developing a "what-if" analysis financial model and funding your app development, Elevator pitch introduction
5	Mobile strategy, marketing research, market size, growth and segments, competition, 4Ps of marketing – product, price, promotion and place, sales management

6	Mobile Design User centred design, principles of graphic design, wire-framing / mock-up tools
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
8	Mobile App Financial plan - Taxation, accounting & finance, financial statements
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
12	Draft Elevator Pitches
13	Final Elevator Pitches
14-15	Final Exam Period (no final exam for this course)

EVALUATION PROFILE

Assessment	% of Final Grade
Mobile App Venture Proposal (1 page) and Business Model Spreadsheet	15%
Mobile App Elevator Pitch (100 seconds, video format)	10%
Mobile App Business Plan and Design Mock-up (max. 10 pages)	25%
Mobile App Elevator Pitch Panel presentation (10 minutes)	25%
Research Article	15%
Class Contribution, in-class and online exercises, online discussion forums, contributing resources and support to classmates, quizzes.	10%
Total	100%

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.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students’ Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the CapU Mobile Safety App**Policy Statement (S2009-06)**

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

Academic Integrity (S2017-05)

“All Course Outlines must provide students with a clear definition of academic dishonesty, including cheating and plagiarism, and a statement of the sanctions for academic dishonesty, which the department/instructor may apply.”

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one’s own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one’s own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.