



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2021	COURSE NO: BMKT365	
INSTRUCTOR:	COURSE TITLE: Marketing Strategies and Decisions	
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 included two weeks for final exams. May be offered in online or mixed mode formats.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework; or 6 NABU credits

CALENDAR DESCRIPTION

Students will learn how to effectively analyse marketing problems and opportunities and develop successful marketing strategies. This course explores the concepts of strategic marketing planning, collecting and analyzing marketing information, developing competitive advantage, segmentation and target marketing, branding and positioning, ethics and social responsibility, developing and managing long-term customer relationships. The focus will be on utilizing this Work-Integrated Learning experience to analyze a business situation, develop strategic decision-making skills, and apply hands on tactical solutions to case challenges and an industry project.

COURSE NOTES

BMKT 161 is strongly recommended as a prerequisite or corequisite.
BMKT 365 is an approved Experiential course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Ferrel, O.C. and Hartline, Michael D. (2017) *Marketing Strategy: Text and Cases*, 7th Edition. Cengage Learning. ISBN: 978-1-337-29651-9 (Or similar)

Mauffette-Leenders, Louise A., Erskine, James A., Leenders, Michiel R. (2019) *Learning with Cases*, Ivey Publishing. (Or similar) Copies of cases will be distributed in class.

COURSE STUDENT LEARNING OUTCOMES

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

1. Integrate knowledge of key course concepts including strategic marketing planning, collecting and analyzing marketing information, developing competitive advantage, segmentation and target marketing, branding and positioning, ethics and social responsibility, marketing implementation, developing and maintaining long-term customer relationships.
2. Analyze actual marketing decision situations and make recommendations.
3. Justify recommended solutions to marketing case challenges based on the application of course concepts, critical thinking and creativity.
4. As part of a Work-Integrated Learning experience, formulate a marketing response plan, applying the marketing mix and strategic analysis, for an industry-based project, working as a member of a group consulting team.
5. Refine business communication and teamwork skills through case discussion, case writing, and group decision-making.

Students who complete this Experiential course will be able to do the following:

1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

COURSE CONTENT

Week	Topic
1-6	Course overview, defining and assessing markets Situation analysis, strategic approaches, case methodology Competitive strategies, market segmentation & target marketing Case methodology and practice case Strategic positioning Strategic networks and customer relationship marketing
7-13	Customer relationship marketing Brand strategy, distribution strategy Pricing strategy Integrated marketing communications, defensive and offensive strategies
14-15	Final exam period – No exam

NOTE: Topic schedule may vary by instructor.

EVALUATION PROFILE

Assessment	% of Final Grade
Individual cases (3 x 15% each)	45%
Exams and quizzes	30%
In-class activities*	5%
Group industry-based project	20%
Total	100%

In-class activities: In class activities assessment will be based upon whether a student comes to class prepared; contributes readily to the conversation; makes thoughtful contributions based on the course material that advance the conversation; shows an interest in and respect for others' contributions; participates actively in all groups. Details will be provided by the instructor.

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 eLearn; 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: <https://www.capilanou.ca/student-life/>

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)

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 and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/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 (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

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