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| **MR2100**  **Marketing II**  **Revision 1**  **Winter 2011** – Course Syllabus (updated Jan. 4, 2011) | | |
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| **INSTRUCTOR**  **Paul Tilley, Room 247, Clarenville Campus**  **466.6948** [**paul.tilley@cna.nl.ca**](mailto:paul.tilley@cna.nl.ca)  **Facebook Webpage – Paul Tilley’s Resource Page** | | |
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| **Introduction** | | |
|  | Welcome to MR2100 Marketing II!  This course builds on the concepts and techniques introduced in Marketing I. In this course we do a detailed examination of the elements of the marketing mix both for products and for services. You will also focus on the planning, implementation and evaluation of the marketing management process. | |
| **Course Goal** | | |
|  | This course is intended to enable students to gain experience applying the marketing concept. | |
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| **Major Topics and Subtopics** | | |
|  | 1. Product Element of the Marketing Mix 2. Price Element of the Marketing Mix 3. Place Element of the Marketing Mix 4. Promotion Element of the Marketing Mix 5. Marketing Management 6. Service Marketing | |
| ***Calendar & Course Outline*** | | |
|  | |  |  | | --- | --- | |  | | | **Week** | **Week of** | | **Material Covered** | | 0 | Jan 3 | | Overview, Expectations and Syllabus Review  Read Ch. 10 - Product Element of the Marketing Mix – Product Development | | **1** | Jan 10 | | Read Ch. 10 - Product Element of the Marketing Mix – Product Development | | **2** | Jan 17 | | Read Ch. 11 - Product Element of the Marketing Mix – Product Management | | **3** | Jan 24 | | Read Ch.12 - Managing Services | | **4** | Jan 28 | | **Exam 1 - Covering Chapters 10, 11 & 12** | | **5** | Feb 7 | | Read Ch. 13 - Pricing  Chapter 13’s Appendix | | **6** | Feb 14 | | Read Ch. 13 - Pricing  Chapter 13’s Appendix | | **7** | Feb 21 | | Read Ch. 14 - Marketing Channels & Logistics | | **8** | Feb 28 | | Read Ch. 14 - Marketing Channels & Logistics | | **9** | March 7 | | Break | | **10** | March 14 | | **Exam 2 - Covering Chapters 13 & 14** | | **11** | March 21 | | Read Ch. 15 – Retailing | | **12** | March 28 | | Read Ch. 16 - Marketing Communications | | **13** | April 4 | | Read Ch. 17 – Advertising | | **14** | April 11 | | Presentations | | **15** | April 18 | | **Final Exam (M/C – Post Midterm / Short Answer Comprehensive) List of 10 possible exam questions handed out in advance** | | |
| **Credit Value** | | |
|  | This course has a value of four (4) credits. | |
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| **Required Text(s)** | | |
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| **Evaluation** | | |  |  |
|  | * Course Blog - 15% * Midterm Exams – 2 @ 15 – 30% * Group Case Analysis @ 15% * Final Exam - 40% | |
| **Course Blog 15%** | | |
|  | | This semester I will have you write a course blog – starting in week 2  You are required to post at least once a week on a particular day. (Each of you will be assigned a particular day of the week on which to post your entry.)  You should write 400-500 words each week, about any topic related to this course – Marketing 2. I expect that most of you will write about the topics we were discussing in class at the moment however you are not limited to that - If you see something interesting, read something interesting, take a picture of something interesting to all of us a related to the course post it!  To protect students' privacy, I will give you the option of writing under a pseudonym. (You have to tell me your assumed name though!) I was pleasantly surprised by the quality of the writing. Most of it was good, and some was top-notch. Comments from peers, and from outsiders, were also helpful. However, it seems unlikely that many outsiders would read such a course blog, given the sheer volume of postings.  I will hand out mor information on this later this week. |
| **Midterm Exams** **– 2 @ 15%** | | |
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|  | The Midterm exams will be an invigilated 2 hour exam. The Midterm will consist of 40% Multiple Choice/True False questions and 60% Essay questions that will cover the material indicated and test your ability to apply what you have learned in the course.  Weeks 4 and 10 | |
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| **Case Analysis @ 15%** | | |
|  | Groups will be formed in the FOURTH week of the semester and will consist of no more than 4 members. Your group will take on the role of a marketing consultant and analyze the case and present an overview and their analysis to me. Cases may be selected from the list provided below. Please let me know of your case choice by week 4. A Presentation paper will be due at the end of the course.  **Cases choices will be:**   * Brand Manitoba p302 * Washburn International p354 * West Edmonton Mall p420 * AdFarm p476   Put yourself in the shoes of a consultant who has been selected by the company in question. Your Case analysis must include the following key points:     1. Case Name and location 2. Detailed overview of case 3. Define the problem/opportunity to be addressed 4. Conduct a thorough environmental analysis for the business/industry 5. Describe possible solutions to the problem/opportunity and in doing so apply the theory that you have learned in the course. Outline the pros and cons of each solution 6. Select the best solution and explain why you chose that one 7. Detail an implementation plan for the solution 8. Explain how the solution plans implementation it will be monitored.   What I want to see:   1. A professional group presentation 2. A formal written report outlining the above steps 3. A demonstration that you’re applying what you have learned to the analytical process outlined above.   **Each group member will have an opportunity to confidentially review his/her contribution and his/her fellow group member’s contribution to the project. This will affect the mark received by each individual on the project.**  **Due Date**  Presented: Last week of classes; due last day of classes | |
| **Final Exam - 30%** | | |
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|  | The Final exam will be an invigilated 2 hour exam. The Final will consist of 40% Objective questions and 60% Essay questions that will largely test your ability to apply what you have learned in the course to-date.  1 week prior to the final I will post 10 possible questions, 4 of which will appear on the exam. | |
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| **Office Hours** | | |
|  | My job is to help you learn! Please do not hesitate to contact me.  My office hours are noted on my web page at <http://cville.cna.nl.ca/ptilley>. However, please do not hesitate to contact me any time. My office telephone has voicemail so it is available 24/7. I will get back to you no later than the next working day. My telephone number is 709.466.6948. Of course, you can come see me if that is convenient. My office is Room 247, Clarenville Campus. I encourage you to email me with your questions. As well, my regular email is available at [paul.tilley@cna.nl.ca](mailto:paul.tilley@cna.nl.ca). | |
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