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| **MR2100 Marketing II**  **Winter 2016** – Course Syllabus | | |
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| **INSTRUCTOR**  **Paul Tilley, Room 222, Clarenville Campus**  **466.6915** [**paul.tilley@cna.nl.ca**](mailto:paul.tilley@cna.nl.ca)  **Check out my WIKI at http://paultilley.wikispaces.com/**  **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. Personal Selling  |  |  |  | | --- | --- | --- | | **Credit Value** | | | | This course has a value of four (4) credits. | | |  | | | | **Required Text(s)** | | | |  | | | **Evaluation** | | | | * Course Facebook Page/Blog * Midterm Exams – 2 @ 15 – 30% * Group Case Analysis @ 15% * Final Exam - 40%   **Course Facebook Page/Blog 15%**  This semester I will have you to contribute to a course page – Our MR2100 Facebook Page  The concept is relatively simple. Here’s what you need to do.   1. We will set up a Class Facebook page 2. You will be an adminstrator and contributor to that page 3. You task, is twofold. First, you are to scan your online world on a regular basis and repost what you think is relevant to our course to the page – I expect that you to write a breif explaination of less than 50 words with each post that explains its relevance. You should do at least a post once a week for the life of the course – and beyound if you wish. 4. Second, you (or a group of you) need to post at least Five (5) original pieces of content that includes at least one selection of Pictures, Video and Audio.   Comments from peers, and from outsiders is welcome and there will be awards (the FaceOFF awards) at the end of the course.  I will hand out more information on this later this week. | | |  | | | |  |  | | | **Midterm Exams** **– 2 @ 15%** | | | |  | | | 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 11 | | |  | | | **Marketing Project or Case Analysis @ 15%** | | | | You have a choice of doing a special project of doing a Case. 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 analyse 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%** | | | |  | | | | 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. | | |  | | | |  |  | | |  | | | |  | | | |  | | | **Office Hours** | | | | My job is to help you learn! Please do not hesitate to contact me.  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 709.466.6915. Of course, you can come see me if that is convenient. My office is Room 222, 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). | | | |
| ***Calendar & Course Outline*** | | |
|  | |  |  |  | | --- | --- | --- | | **Week** | **Week of** | **Material Covered** | | 0 | Jan 4 | Overview, Expectations and Syllabus Review  Read Ch. 10 - Product Element of the Marketing Mix – Product Development | | **1** | Jan 11 | Read Ch. 10 - Product Element of the Marketing Mix – Product Development | | **2** | Jan 18 | Read Ch. 11 - Product Element of the Marketing Mix – Product Management | | **3** | Jan 25 | Read Ch.12 - Managing Services | | **4** | Feb 1 | **Exam 1 - Covering Chapters 10, 11 & 12** | | **5** | Feb 8 | Read Ch. 13 - Pricing  Chapter 13’s Appendix | | **6** | Feb 15 | Read Ch. 13 - Pricing  Chapter 13’s Appendix | | **7** | Feb 22 | Read Ch. 14 - Marketing Channels & Logistics | | **8** | March 1 | Reading Break | | **9** | March 8 | Read Ch. 14 - Marketing Channels & Logistics | | **10** | March 15 | Read Ch. 15 – Retailing | | **11** | March 22 | **Exam 2 - Covering Chapters 13 , 14 & 15** | | **12** | March 29 | Read Ch. 16 - Marketing Communications | | **13** | April 5 | Read Ch. 17 – Advertising | | **14** | April 12 | Read Chapter 18 – Personal Selling | | **15** | April 19 | **Final Exam (M/C – Multiple Choice/Short Answer Comprehensive) List of 10 possible exam questions handed out in advance** | | |
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