

COURSE OUTLINE		
<b>TERM: Fall 2019</b>	<b>COURSE NO: BMKT 405</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Marketing Projects in Industry</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

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.

### **COURSE PREREQUISITES**

75 credits of 100-level or higher coursework including BMKT 360 and 364, ENGL 100, and CMNS 152 or 220; OR 6 NABU credits and CMNS 305

### **CALENDAR DESCRIPTION**

This course provides students with an opportunity to apply concepts and skills learned from their marketing studies through a student team-based project to solve a real world marketing problem in a client organization.

### **COURSE NOTE**

BMKT 405 is an approved Experiential course for Cap Core requirements.  
 BADM 318 or equivalent project management experience is strongly recommended.

### **REQUIRED TEXTS AND/OR RESOURCES**

There is no required text book for this course.

### **COURSE STUDENT LEARNING OUTCOMES**

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

1. Utilize marketing terms in the description of marketing situations and problems
2. Lead the discussion of marketing cases using proper business and marketing language
3. Make oral presentations using electronic aids and marketing concepts to a client organization
4. Individually analyze marketing cases and prepare arguments for case discussions

5. Employ marketing segmentation theories to match products and markets
6. Apply marketing research techniques to analyze customers' needs of a client
7. Contextually apply the Marketing Mix model to client needs
8. Evaluate domestic and international market opportunities by using market research and competitive analysis
9. Interpret the customers' perspective while designing and implementing marketing strategies
10. Analyze the marketing challenges faced by small businesses
11. Design and implement appropriate pricing, branding, and positioning strategies
12. Make specific recommendations for solving real world business and marketing problems using business and marketing relevant theories, concepts, models and tools
13. Use individual and collective leadership abilities to work effectively in group projects
14. Use a team approach to take advantage of different experiences and approaches in solving business and marketing problems
15. Explain the dimensions and depth of social and individual impact resulting from the implementation of marketing strategies
16. Integrate social and individual, global and local perspectives into situational analysis and 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**

<b>Week</b>	<b>Topic</b>
Week 1	Marketing Introduction – Fundamentals, Marketing Strategies and Plans Terminology Review; Market Refresher Assessments
Week 2	Terms of Reference; Case Study Assessment
Week 3	Creating Long Term Loyalty Relationships Analyzing Consumer Markets
Week 4	Advisor Consultation
Week 5	Advisor Consultation Terms of Reference Draft
Week 6	Terms of Reference Presentations
Week 7	Advisor Consultation
Week 8	Mid-Point Team Review
Week 9	Advisor Consultation
Week 10	Advisor Consultation

Week 11	Final Advisor Consultation and Rehearsals for Client Presentation. Draft Review of Client Project
Week 12	Final Client Report Submission Client Presentations
Week 13	Client Presentations
Weeks 14 & 15	Final Exam Period

## EVALUATION PROFILE

Terminology Test and Case	7%
Client Brief	10%
Terms of Reference	15%
Mid-Point Review – Situational Analysis	8%
Client Report	25%
Client Presentation and Evaluation	30%
Project Management Review	5%
Total	100%

### Terminology Test and Case

Individually written test and case based on course content and prior knowledge.

### Client Brief

Individually submitted brief followed up by in-class discussions. Brief will support initial Client Meetings and Terms of Reference Agreement.

### Terms of Reference

Team document drafted and prepared for Client Approval for agreement on Client Report deliverables. Individual evaluation of Team Member presentation abilities.

### Mid-Point Review

Team review for assessment of Situation Analysis and Research for Client Report.

### Client Report

Outlines and analyzes primary and secondary research findings to synthesize recommendations. Team assessment and realization of the deliverables as outlined in the Terms of Reference.

### Client Presentation and Evaluation

Extensive presentation of findings and recommendations made to Client in 'boardroom' environment. Individual team members are assessed by their presentation contribution. Clients submit evaluation of their satisfaction with the process and deliverables. Individual students reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in their personal, academic, or professional trajectory.

### Project Management Review

Document review of agendas, follow up reports and planning calendar.

### 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 Policy S1990-01

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: <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.

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.