

Business Administration

Course Number: **BUAD 278**

Course Title: **MARKETING MANAGEMENT**

Credits: 3

Calendar Description: Through the use of practical cases this course aids the marketer and manager in establishing a rational process to approach marketing issues. Greater depths and relationship between the

Professors

Name	Phone number	Office	Email
Mark Ziebarth	762-5445 #4378	Kelowna: C240C	mziebarth@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

- Conduct a comprehensive situation analysis.
- Articulate clear decision statements.
- Develop and articulate viable alternatives based on information derived from the situation analysis.
- Demonstrate analytical skills assessing alternatives, financial implications, and the level of risk in decisions.
- Justify recommendations using information derived from the situation analysis and analysis of the alternatives.
- Demonstrate an ability to think critically (to question information, to fully analyze situations, and to be able to present compelling arguments for one's recommendations based on sound logic and rationale as opposed to "gut feel").
- Demonstrate a complete understanding of marketing theory and the need to coordinate the elements of the marketing mix.
- Critically evaluate the marketing strategies of companies and have an opinion as to their effectiveness.

Course Objectives

This course will cover the following content including:

- Please refer to the Course Schedule and the Course Moodle Page for weekly topics, deliverables and learning objectives.

Evaluation Procedure

Case Study Presentation (Written and Oral)	35%
Peer & Self Evaluations	10%
Term Work (Attendance and	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format