



DALHOUSIE UNIVERSITY

**MBA Program Dalhousie University
School of Business Administration
Faculty of Management**

BUSI 6410 – Advanced Marketing – Winter 2020

RECOGNITION OF MI'KMAQ TERRITORY

Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all Treaty people.

The Elders in Residence program provides students with access to First Nations Elders for guidance, counsel and support. Visit the office in the McCain Building (room 3037) or contact the programs at elders@dal.ca or 902-494-6803 (leave a message).

Instructor:	Hélène "LN" Deval
Office:	Rowe 5104
Telephone:	902-494-8997 (avoid)
E-mail	hdeval@dal.ca
Course Website:	Brightspace

I maintain a 24 hour turn around time on emails. If I have not gotten back to you in that amount of time something happened. Send it again!

Course Description:

This is a capstone course in marketing strategy where a number of current and relevant strategic issues in marketing will be covered. In many instances' students are asked to assume the role of a marketing manager, critically examine marketing scenarios and suggest appropriate marketing strategies. BUSI 6410 provides the student with an introduction to the practical application of marketing theory and practice. Topics covered within the course include, but are not limited to, identifying target markets, building customer relationships, building strong brands, designing and building communication and promotion strategies.

This course will consist of a variety of teaching methods. Mini-lectures, textbook and article readings, will be used throughout the term in addition to cases, advertisements and news articles.

Learning Objectives:

By the end of the course, you should have developed the following:

- An understanding of fundamental theories and practices involved in successful marketing management
- An understanding and appreciation to define and apply knowledge of core marketing concepts
- Be able to identify and quantify appropriate target markets
- Be able to critically evaluate marketing situations and provide evidence-based solutions

Course Textbook:

Kotler P. and Keller K. (2016). *A Framework for Marketing Management*. 6th Edition. Pearson Education.

Supplemental Material:

This course will include a variety of supplemental readings and material.

A separate document will instruct you how to provide the readings (directly from Brightspace or through the library). Successfully retrieving the readings is the object of a homework assignment that will count towards your participation grade.

**Grading Scale as per Dalhousie Faculty of Graduate Studies Calendar
Regulation 6.6.2 Grading Policy**

Letter Grade	Numerical % equivalent
A+	90 - 100
A	85 - 89
A-	80 - 84
B+	77 - 79
B	73 - 76
B -	70 - 72
F	0-69

Method of Evaluation/ Marking Scheme:

Intensive/Class Participation and Contribution	15%
Two Individual Case Assignments	25%
Group Assignment	30%
Final Exam	<u>30%</u>
	100%

Intensive/Class Participation and Contribution:

The case method of instruction requires that all students come to all classes prepared and ready to fully participate in the class discussion. Note that this portion of the grade is titled "Class participation". It is not only the amount that you contribute but also the quality of your contribution that counts. Effective participation implies active and continuous contribution to class proceedings (on and off-line) in the form of raising or answering questions, commenting on issues raised by the professor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences. The use of case and article analysis in this course also requires that all students are prepared and fully able to participate in class discussions. Please note that it is not only the amount you participate, also the quality of the contribution that is important. Additionally completing the

Individual Case Assignments

There will be two case assignments due during the course. These are individual assignments. They are worth 12.5 % of your final grade each.

There will be a separate document detailing the expectations

Individual Case Assignment #1 is **due February 18th by 8:00 pm**

Individual Case Assignment #2 is **due March 31th by 8:00 pm**

Group Assignment

There will be a separate hand-out describing the Group Assignment. It will be composed of a paper that you will work on throughout the semester and a presentation during the Intensive Session. Due date for **both** your paper and presentation will be on the day of your presentation.

Final Exam

The Final Exam will be a written during the final morning of the Intensive. Exam details and format will be given at a later in the term. However a part of it exam will include the analysis of a business case/scenario.

Intensives

Every course in the MBA(FS) program has an intensive as part of the course. The intensives are mandatory part of the course and must be attended. If for any reason you are unable to attend an intensive please contact both the professor and the CEGE office.

Ground rules:

All student and professor interactions should be in a manner befitting professional managers.

During the Intensive sessions:

- Please turn off your mobile devices (phone, watches, etc.), before class begins.
- Laptop computers and tablets should be individually managed so as to contribute to the class's learning environment rather than detract from it.
- If you require to be absent or to leave early, please let the professor know in advance.

Certificates of illness:

Medical notes must be submitted to the MBA Program office or Professor, whichever you prefer. Please note that it is a university regulation that medical notes will not normally be accepted after a lapse of more than one week from the examination date.

Students with Disabilities:

Students may request accommodation as a result of barriers related to disability, religious obligation, or any characteristic under the human rights legislation.

Students who require academic accommodation for either classroom participation or the writing of tests and exams should make their request to the Advising and Access Services Center (AASC) prior to or at the outset of the regular academic year. Please visit www.dal.ca/access for more information and to obtain the Request for Accommodation form.

A note taker may be required as part of a student's accommodation. There is an honorarium of \$75/course/term (with some exceptions). If you are interested, please contact AASC at 494-2836 for more information or send an email to notetaking@dal.ca

Please note that your classroom may contain specialized accessible furniture and equipment. It is important that these items remain in the classroom, untouched, so that students who require their usage will be able to fully participate in the class.

Academic Integrity in the Faculty of Management:

In general:

The commitment of the Faculty of Management is to graduate future leaders of business, government and civil society who manage with integrity and get things done. This is non-negotiable in our community and it starts with your first class at Dalhousie University. So when you submit any work for evaluation in this course or any other, please ensure that you are familiar with your obligations under the Faculty of Management's Academic Integrity Policies and that you understand where to go for help and advice in living up to our standards. You should be familiar with the Faculty of Management Professor and Student Contract on Academic Integrity, and it is your responsibility to ask questions if there is anything you do not understand.

Dalhousie offers many ways to learn about academic writing and presentations so that all members of the University community may acknowledge the intellectual property of others. Knowing how to find, evaluate, select, synthesize and cite information for use in assignments is called being "information literate." Information literacy is taught by Dalhousie University Librarians in classes and through Dalhousie Libraries' online [Citing & Writing](#) tutorials.

Do not plagiarize any materials for this course. For further guidance on what constitutes plagiarism, how to avoid it, and proper methods for attributing sources, please consult the University Secretariat's [Academic Integrity](#) page.

Please note that Dalhousie now subscribes to SafeAssign.com, a computer based service that checks for originality in submitted papers. Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a very serious academic offence that may lead to loss of credit, suspension or expulsion from the University, or even the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie, there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course; students should read the Policy on [Intellectual Dishonesty](#) contained in the Calendar.

Furthermore, the University's Senate has affirmed the right of any instructor to require that student assignments be submitted in both written and computer readable format, e.g.: a text file or as an email attachment, and to submit any paper to a check such as that performed by the SafeAssign anti-plagiarism software. As a student in this class, you are to keep an electronic copy of any paper you submit, and the course instructor may require you to submit that electronic copy on demand. Use of third-party originality checking software does not preclude instructor use of alternate means to identify

lapses in originality and attribution. The result of such assessment may be used as evidence in any disciplinary action taken by the Senate.

Finally:

If you suspect cheating by colleagues or lapses in standards by a professor, you may use the confidential email: managementintegrity@dal.ca which is read only by the Assistant Academic Integrity Officer.

Faculty of Management clarification on plagiarism versus collaboration:

There are many forms of plagiarism, for instance, copying on exams and assignments. There is a clear line between group work on assignments when explicitly authorised by the professor and copying solutions from others. It is permissible to work on assignments with your friends but only when the professor gives you permission in the specific context of the assignment. University rules clearly stipulate that all assignments should be undertaken individually unless specifically authorised.

Specific examples of plagiarism include, but are not limited to, the following:

- Copying a computer file from another student, and using it as a template for your own solution
- Copying text written by another student
- Submitting the work of someone else, including that of a tutor as your own

An example of acceptable collaboration includes the following:

- When authorised by the professor, discussing the issues and underlying factors of a case with fellow students, and then each of the students writing up their submissions individually, from start to finish.

STATEMENT ON THE USE OF SCENTED PRODUCTS

Dalhousie University and the organizations which represent students, faculty and other employees support the efforts of the Dalhousie University Environmental Health and Safety Committee to create a scent-free University. In consideration of the difficulties that exposure to these products cause sensitive individuals, the University encourages faculty, staff, students and visitors to avoid the use of scented personal care products. Thank you for helping us all breathe easier!

ROWE SCHOOL OF BUSINESS ACCREDITATION

As an AACSB (Association to Advance Collegiate Schools of Business) accredited university, Dalhousie University's business programs are subject to Assurance of Learning (AOL) standards. During the semester anonymous data may be collected to assess if AOL goals and objectives are being met. The data collected will be used for program improvement purposes only and will not impact nor be associated with student grades.

TENTATIVE SCHEDULE

Week	dates		textbook chapters	Supplemental Material	Case
1	14-Jan		Chap 1 Chap 2	Why social engagement may be more important than marketing	
2	21-Jan	Live session #1		Foundations of Strategic Marketing Management Financial Aspects of Marketing Management	Trap Ease
3	28-Jan	Question of the Week #1 Supplemental reading Homework due	Chap 3	How to manage an aggressive competitor	
4	04-Feb	Live session #2 Deadline to self select your group	Chap 4	Why Satisfied Customers Defect Designing an emotional strategy	K9Fuelbar
5	11-Feb	Question of the Week #2	Chap 5 Chap 6	Why we make bad decisions	
6	18-Feb	Live session #3 Case assignment 1 due	Chap 7	Crowdfunding as a marketing tool	Gucci
7	25-Feb	Question of the Week #3	Chap 8	We Can't Recall Logos We See Every Day Talk About Brand Strategy	
8	03-Mar	Live session #4	Chap 9 Chap 10	How to launch products in uncertain markets	Virgin Mobile
9	10-Mar	Question of the Week #4	Chap 11	STOP Trying to Delight Your Customers	
10	17-Mar	Live session #5	Chap 16	The myth about viral marketing Consumer social voice in the age of social media	
11	24-Mar	Question of the Week #5	Chap 14 Chap 15	Stealth marketing as a strategy	
12	31-Mar	Live session #6 Case assignment 2 due	Chap 17	The Cost of Myopic Management	Magellan Boatworks
13	07-Apr	Question of the Week #6	Chap 18	The truth about CSR	