



**MKT 7080 (A01) (3.0 CH)**  
**BUSINESS, MARKETS & PUBLIC POLICY**  
**Summer 2010**

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**INSTRUCTOR**

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Office Location:

650 Drake

Office Hours:

By appointment

Class Time:

Tuesday & Thursday

6:15 – 9:30p

**COURSE DESCRIPTION**

This is an MBA elective in Marketing and Public Administration. The aim of the course is to provide an overview of the practices and institutions impacting marketing decisions in an international public policy context. The unit will familiarize students with fundamental marketing and economic concepts, and frequently encountered issues confronting business development. The course does not intend to produce fully qualified marketing or public policy practitioners; however, it should provide a foundation for the student interested in either field as a career.

**COURSE OBJECTIVES**

The primary objectives of the course are to provide the students with the knowledge of the fundamental concepts and approaches in marketing and public policy, and to develop skills in applying ideas to practical problems.

On completion of this unit students should be able to:

- i) translate an opportunity or problem into feasible marketing or policy analysis question,
- ii) develop resources to create a strategic plan to address the opportunity or problem,
- iii) understand the fundamental differences in market policies that are local versus global,
- iv) appreciate the many cultural, political, economic, and organizational factors impacting on success in global markets,

**COURSE MATERIAL**

James A. Brander. *Government Policy Toward Business*, 4th edition., John Wiley & Sons, Inc. 2006.

## **COURSE ORIENTATION**

This elective has to be viewed in the context of the MBA program. In other words, the topic is not being studied for its own sake but rather as a part of the total program. Therefore the emphasis is on integration and application. Students are expected to apply the previously learned principles and theory to the class project and assignments.

Weekly reading of the text materials is expected to absorb the majority of time. It is expected that the student will be ahead in the assigned reading. This is important, as class participation is a part of your mark.

The pace of the course is quite brisk, with new topics being introduced each week. Material introduced builds on previous topics. It is essential that you prepare and stay ahead in this unit.

## **COURSE ASSESSMENT**

There are 10 classes of lectures and a final exam. Some of the material covered in lectures does not appear in the text. Hence, I expect students to attend all classes unless there is an emergency.

### **Grade Composition:**

Examination	40%
Article Presentation & Write-up	20%
Article Write-ups	30%
<u>Class Participation</u>	<u>10%</u>
TOTAL	100%

### **Examination:**

The examination will be given during the scheduled exam week. The material covered in the exam will be through chapter 17 of the assigned text.

### **Participation:**

Each class member is expected to participate in class discussions. Also, there will be a number of articles assigned during the term. It is expected that everyone will be prepared to discuss the material.

### **Articles:**

Throughout the course we will be reading cases that parallel the discussions from the text. In some cases I will ask you to submit written reviews or assessments of the material. Other times we will simply discuss the article as part of our class activity. I want to make the experience as multi-faceted as possible. Therefore, I urge all students to attend class prepared to discuss the material for that day.

## **ACADEMIC REGULATIONS**

Students are encouraged to contact Disability Services at 474-6213 or the instructor should special arrangements need to be made to meet course requirements.

## COURSE SCHEDULE

CLASS	DATE	TOPIC	CLASS MATERIAL
1	April 6	General Introduction Meaning of Competition Economic Concepts	Ch 1 & 2
2	April 8	Basic Concepts – Imperfect Competition and Market Dominance <b>Article Review: (TBA) Discussed in class</b>	Ch 6
3	April 13	Public Goods and Public Interest Public Goods and Markets Private Interest and Public Interest <b>Article Review: (TBA) <u>Written Submission</u></b>	Ch 3, 4, 5 and Notes
4	April 15	Market Failure, Government Failure and Impacts on Firms Sources of Constraints and Opportunities Concepts of Value <b>Article Review: (TBA) Discussed in class</b>	Ch 10 & 11
5	April 20	Competition Policy in North America Canada US Mexico <b>Article Review: (TBA) <u>Written Submission</u></b>	Ch 7, 12 & 13
6	April 22	Competition Policy and International Markets Europe Asia Developing Countries	Ch 8, 9 & 17
7	April 27	Regulation of Market Activities Direct Regulation Other Forms Pros and Cons <b>Article Review: (TBA) Discussed in class</b>	Ch 14 & 15
8	April 29	Alternatives to Regulation Global versus Local Mindsets Global Mindset within Organizations Marketing Strategy Alternatives Domestic versus Global versus International Strategies <b>Article Review: (TBA) <u>Written Submission</u></b>	Ch 16
9	May 4	Developing Market Opportunities and Public Policy Stage Gate Approach to Market Development Partnering versus Solo Entry Government Policy and Market Entry	Readings (TBA)
10	May 6	Macroeconomic Policy and Affects on Marketing Practices	Ch 17
<b>EXAM</b>	<b>TBA</b>	<b>CHAPTERS 1 – 17</b>	



## ACADEMIC INTEGRITY

I.H. Asper School of Business, The University of Manitoba

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It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading "Plagiarism and Cheating." Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty involving a graduate student (i.e. MBA, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.



# MEDICAL ABSENTEEISM FORM

I.H. Asper School of Business, The University of Manitoba

## STUDENT IDENTIFICATION: (PLEASE PRINT CLEARLY)

_____	_____	_____	_____
Last Name	First Name	Middle Initial	U of M Student Identification Number
_____	_____		
Course #	Instructor Name		
_____	_____		
Student's Signature	Date		

## TO BE COMPLETED BY THE ATTENDING PHYSICIAN: (after the above section is completed)

(PLEASE PRINT CLEARLY)

_____	_____	_____
Physician's Last Name	Physician's First Name	Middle Initial
_____	_____	_____
Street Address	City, Province	Postal Code
_____	_____	
Telephone Number	Fax Number	
<p><b>To the attention of the physician:</b> Your evaluation of the student's condition is being used for the purpose of determining whether or not the student has a <u>valid reason</u> to miss an important <u>exam</u> or <u>assignment</u>. <u>Your professional evaluation is necessary to ensure that only valid cases are excused.</u></p> <p><b>I certify that the nature of the student's condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above named instructor/administrator that this information is accurate.</b></p> <p>The student's condition will likely span the following dates:</p> <p>_____ until _____</p> <p>(Indicate start date) (Indicate end date)</p> <p>_____</p> <p>Physician's Signature Date</p>		

## NOTES TO PHYSICIAN:

- Please make a note in the student/patient's file indicating that the student has given the above named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student's condition.
- **PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.**

## NOTES TO STUDENT:

- The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam the student must obtain a doctor's certification that the student's condition is severe enough to prevent the student from taking the exam or completing the assignment.
- It is NOT SUFFICIENT to provide a note that only indicates the student visited the doctor's office.



**Edward R. Bruning, Ph.D.**

Professor

Department of Marketing

Edward Bruning is Professor of Marketing, Faculty of Management, University of Manitoba. He holds MS and PhD degrees from the University of Alabama and a BSBA degree from the University of Arkansas. He came to the University of Manitoba in 1990 after serving eleven years on the staff at Kent State University, in Ohio, and two years as an instructor of Economics at the University of Alabama. Dr. Bruning served as Director, Centre for International Business Studies, University of Manitoba, from 1991 to 1995.

**Areas of Research Interest:** Dr. Bruning's research interests focus on market competitiveness, consumer behaviour, and transportation/logistics management and public policy. His articles have appeared in the *Journal of Strategic Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Law, Logistics and Policy*, *Southern Economic Journal*, *Logistics and Transportation Review*, *International Journal of Transport Economics*, *Journal of Public Policy and Transport*, *Applied Economics*, *Journal of the Transportation Research Forum*, and the *International Marketing Review*. He serves on the editorial review boards of the *International Marketing Review*, *Journal of International Marketing and Exporting*, *the Journal of Contemporary Issues in Business & Government* and the *Journal of the Transportation Research Forum*. Dr. Bruning has written chapters for three textbooks and has completed writing an International Marketing textbook for McGraw-Hill.

Dr. Bruning has been extensively involved in international business education having taught subjects at The University of Alabama, Kent State University, Helsinki School of Economics and Management, the University of Western Australia, Murdoch University, and the University of Manitoba. He has considerable consulting and training experience with exporting firms in Manitoba.