



MKT 7200
DECISIONS AND CONCEPTS IN MARKETING
Summer 2009

INSTRUCTOR

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COURSE DESCRIPTION

Application of the principles of marketing from a managerial viewpoint; emphasis on marketing planning, strategy, and control; and appraisal of the effectiveness of marketing activities.

Acting in the capacity of marketing consultants, student groups (3 to 5 students) will develop comprehensive marketing plans for Manitoba businesses to address specific issues identified by respective businesses. Students will work directly with Project Leaders in the business and be responsible for providing updates on the progress of their projects against pre-established milestones to assure project completion. Manitoba businesses have been pre-selected for this assignment.

As a key component of the course, groups will also make in-class presentations of their reports. This will facilitate sharing of knowledge with other students and provide a basis for constructive input from other class members.

Final written marketing plans will be provided to participating businesses and groups will be responsible for making formal presentation of their findings to their respective businesses. Students may be required to sign "confidentiality agreements" where appropriate.

COURSE OBJECTIVE

The objective of this course is to provide students with an opportunity to apply marketing knowledge to a "real world" problem and to demonstrate their skills and abilities to Manitoba business executives.

READING MATERIALS

All reading material will be distributed in class.
No text is required.

DISABLED STUDENTS

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

CLASS SCHEDULE

Date	Content
Tuesday April 7	Introduction, course overview, team selection, company assignments, preparation for client meetings, sample marketing plans
Thursday April 9	Teams meet independently
Tuesday April 14	Project work plans due
Thursday April 16	Teams meet independently
Tuesday April 21	Teams meet independently
Thursday April 23	Work Plan update due
Tuesday April 28	Teams meet independently
Thursday April 30	First draft report and presentation
Tuesday May 5	Teams meet independently
Thursday May 7	Final report due – client presentations to be scheduled

Grading

Written project 70%
Project presentation 30%

Cumulative Marks	Grade	GPA	Performance
90-100	A+	4.5	Excellent
80-89	A	4.0	Very Good
75-79	B+	3.5	Good
70-74	B	3.0	Satisfactory
65-69	C+	2.5	Marginal
60-64	C	2.0	Unsatisfactory
50-59	D	1.0	Unsatisfactory
Below 50	F	0.0	Unsatisfactory



ACADEMIC INTEGRITY

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

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 related 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 are passed to the Dean’s office in order to ensure consistency of treatment.



MEDICAL ABSENTEEISM FORM

L.H. Asper School of Business—Faculty of Management, 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>To the attention of the physician: 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>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.</p> <p>The student's condition will likely span the following dates:</p>		
_____	until	_____
(Indicate start date)		(Indicate end date)
_____		_____
Physician's Signature		Date

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.



**ASPER
MBA**

FACULTY BIOGRAPHY

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

Robert A. Jones, Ph.D.

Dr. Robert Jones is a Partner in Jones Communications, a full-service advertising and marketing agency located in Winnipeg. At Jones Communications, Bob provides marketing strategy and public relations advice and counsel to local, regional and national clients. Bob has more than twenty years of senior management experience in the public and private sector including having served as Vice-President of Marketing and Communications in the financial services industry and a national advertising agency, and Director of Marketing for a major Canadian College, and for a city government. Dr. Jones was an Assistant Professor and Department Head in the Recreation Studies Program, at the University of Manitoba from 1981 to 1990, and has taught as a sessional instructor in both undergraduate and MBA programs in the Asper School of Business for more than a decade.

Dr. Jones received his B.A. (Hons.) from the University of Waterloo, a Master of Science from the University of Oregon and his Ph.D. in Marketing from the University of Manitoba.