

MKT 7010 (Go2) (3 CH)
MARKETING MANAGEMENT
WINTER 2022

INSTRUCTOR

Name: Idris Adelakun, Ph.D., PMP, P.Eng., CPEM, SFC
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Office Location/Hours: Virtual office hours, by appointment
Class time: Wednesday, 6.15-9.30 pm, Winnipeg time

COURSE DESCRIPTION

Throughout this course, you will learn about core marketing functions and its relevance to organizations across the board. Marketing plays a large role in the sales of new products and bridges the gap between organizations and clients.

The course covers marketing evolution, market research, consumer behavior, market segmentation, and targeting strategy selection. Marketing management aims to position organizations to meet the needs of their clients.

It is essential for business professionals to have a comprehensive understanding of marketing, regardless of the department they work in, since every employee has to contribute to the overall goal.

COURSE OBJECTIVES

The major objectives of this course are to:

1. Help you understand the importance and role of marketing in business.
2. Introduce you to marketing concepts and the terminology used by marketers.
3. Develop your strategic thinking in a variety of marketing contexts.
4. Develop your analytical skills by examining case studies of marketing decision-making situations.
5. Give you experience in preparing a Marketing Plan and designing an advertisement for a product.

COURSE FORMAT

Lectures and group discussions will guide students through the concepts and techniques. This course will help you develop your marketing expertise. You will study several examples in order to improve your marketing-related analytical skills. You should come to the class after carefully studying the cases and trying to analyze them in order to make recommendations.

COURSE MATERIALS

1. Textbook: *Marketing Management, 14th Canadian Edition*, by Philip Kotler, Kevin Lane Keller, Subramanian Sivaramakrishnan, and Peggy Cunningham, 2013, Pearson Canada.
2. Cases (Available for purchase via Campus Bookstore)

ELECTRONIC DEVICES AND OTHER EXPECTATIONS

All classes will be held synchronously via a video conference unless there is a change to in-class. You need a device with a camera and a microphone. Additionally, you need to be at a location with a reliable internet connection. You are required to have (Computer or tablet. Smartphone does not work) one of the following operating systems:

- Windows 10, 8, or 7
- Mac OS 10.15-10.12, OS X 10.11 or OS X 10.10
- iOS: 11.0 or later (iPad only)

COURSE ASSESSMENT

Written Exam - In Class (Mar 16)	- 30 %
Group Project	- 30 %
Individual Assignments (Due on Feb. 16 & Mar 2, 11.59 pm)	- 25 %
Participation	- 15 %

Cumulative Marks	Grade	GPA	Performance
90-100	A+	4.5	Excellent
80-89.99	A	4.0	Very Good
75-79.99	B+	3.5	Good
70-74.99	B	3.0	Satisfactory
65-69.99	C+	2.5	Marginal
60-64.99	C	2.0	Unsatisfactory
50-59.99	D	1.0	Unsatisfactory
Below 50	F	0.0	Unsatisfactory

NOTE: Class attendance is required. Missing more than 20% of this course (2 classes) due to unexcused absences may result in a failing grade. It is your responsibility to inform your professor in advance of your absence and the reason for it. Unexcused absences will result in loss of class participation marks. Informing the instructor that you will be absent in a particular class and he acknowledging is not considered an 'excused' absence.

Written Exam: The course will have one written exam with long answers, which you will have two hours to complete. It will be during class time.

Group Project: In the business world, you often work on projects or create reports in groups or teams. You will be assigned to a group. As a group, you will write a detailed marketing plan for a small business or a non-profit organization.

Individual Assignment: You will submit two written case analyses, each worth 12.5% of your total grade.

Participation: You are required to participate in class activities. Participating in discussions and asking questions in class are examples of class involvement. Students will present in groups on a variety of topics. The presentation, as well as their participation, will be used for evaluation.

AACSB Assurance of Learning Goals and Objectives.			
The Asper School of Business is proudly accredited by AACSB. Accreditation requires a process of continuous improvement for the School and our students. Part of "student improvement" is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the learning goals and objectives listed below for the MBA Program. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.			
	Goals and Objectives in the MBA Program	Goals and Objectives Addressed in Course	Course Item(s) Relevant to these Goals and Objectives
1	Strategic Thinking Students will think critically and creatively about solutions to organizational problems, considering short-term and long-term goals, resources, risks, and opportunities.		
	Students are able to identify situations where strategic thinking is necessary.	✓	Case discussions and Marketing Plan
	Students are able to identify different strategies.	✓	Case discussions and Marketing Plan
	Students are able to perform a basic strategic analysis.	✓	Case discussions and Marketing Plan
	Students are able to recommend strategic alternatives and their implementations.	✓	Case discussions and Marketing Plan
2	Global Perspective Students will adopt a global mindset in considering organizational decisions.		
	Students have an awareness of global diversity, and multicultural awareness.	✓	Throughout course
	Students have an awareness of different global perspectives.	✓	Throughout course
	Students have been exposed to global business environments through course materials		
3	Ethical Mindset Students will consider ethical and moral issues when analyzing and recommending solutions to organizational problems.		
	Students demonstrate an understanding of the responsibility of business in society.		
	Students demonstrate an understanding of ethical decision making.	✓	Case discussions
	Students demonstrate moral development in ethical decision making.		

	Students demonstrate an understanding of the responsibilities of a leader's role as it relates to ethics.	✓	Case discussions
4	Quantitative and Financial Proficiency Students will demonstrate the ability to approach organizational issues using quantitative and financial analysis.		
	Students are able to identify that a problem containing a quantitative aspect exists.	✓	Case discussions and Marketing Plan
	Students are able to apply financial methodologies in the answering of business questions.	✓	Case discussions and Marketing Plan
	Students are able to demonstrate a basic financial proficiency in understanding the role and flow of money in an organization.		
	Students are able to interpret the results of a financial analysis.		

TENTATIVE CLASS SCHEDULE

(Exam not tentative)

Jan 26	Course Introduction Topic: Introduction to Marketing (Ch 1)
Feb 2	Topics: Marketing Research (Ch 3-4); Financial Aspects of Marketing Case Study
Feb 9	Topic: Consumer Behavior (Ch 5-7) Case Study
Feb 16	Topic: Marketing Segmentation, Targeting, and Positioning (Ch 8, 10) Case Study (Assignment 1)
Feb 23	No class (Winter Term Break)
Mar 2	Topic: Product Management (Ch 11-12) Case: <i>Kookaburra Cricket Bats: Dealing with Cannibalization</i> (Assignment 2)
Mar 9	Topic: Branding, Brand Equity, and Competitive Advantage (Ch 9) Case: <i>The Healthy Living Centre: How to Brand?</i>
Mar 16	In Class Exam Topic: Services Marketing (Ch 13)
Mar 23	Topic: Distribution Management (Ch 15-16) Case: <i>Bolster Electronics: Dealing with Dealer Demands</i>
Mar 30	Topic: Price Management (Ch 14) Case Study
Apr 6	Topic: Promotion Management (Ch 17-19); Wrap-up Case: <i>Paul Frank and Native American Stereotypes: A Case of Misappropriation</i>
Apr 8	Marketing Plan Due

STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

For Information on...	...follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	MBA Course Information
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behaviour

ACADEMIC INTEGRITY

I.H. Asper School of Business, 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 misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading "Plagiarism and Cheating." Specifically, acts of academic misconduct 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 misconduct. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

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 misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.

FACULTY BIOGRAPHY

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

Idris Adelakun

Department of Marketing
I. H. Asper School of Business

Idris is an educator of organizational leadership, project management, and engineering management. He makes every student feel welcome and demonstrates empathy for them. Idris has mentored many professionals in leading by example.

He obtained his diploma from the Polytechnic of Ibadan and his B.Sc. from the University of Ibadan. As part of the requirements for obtaining a proficiency certificate in management, he took the Marketing Management course. He went on to complete his M.Sc. and a letter of accomplishment in supervisory management at the University of Manitoba. He received his Ph.D. in Leadership - Organizational Management from Carolina University, USA.

Idris has over eight years of experience in a Canadian business organization. He works with marketing professionals to promote organizational goals. He has taught at universities in Canada and the United States.

His research work was published in a reputable academic journal in the United States.

Idris is married and has two boys. He enjoys singing and dancing.