

## MKT 7010 (G01 & G02) (3.0 CH) MARKETING MANAGEMENT WINTER 2023

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### **INSTRUCTOR**

Name: Idris Adalakun  
Phone: 204-430-9990  
Email: idris.adalakun@umanitoba.ca  
Office Hours: Please email for appointment  
Class Time: G01: Thursdays, 6:15-9:30 pm; Rm. 530  
G02: Wednesdays, 6:15-9:30 pm; Rm. 108

### **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 because every employee needs 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 MATERIALS**

1. Textbook: *Marketing Management, 16<sup>th</sup> Canadian Edition*, by Philip Kotler, Kevin Lane Keller, Alexander Chernev, Pearson Education Canada. Print ISBN: 9780135887158. Using

this [link](#), you can purchase either the 180-day subscription or the Lifetime access digital textbook from the UM BookStore's digital platform.

2. Cases (Available for purchase via Campus Bookstore). Four cases are available for purchase on the Ivey website through this [link](#). It is available on the bookstore's e-commerce website.

**COURSE ASSESSMENT**

Student progress will be assessed through:

Written Exam - In Class	- 25 %
Group Project	- 30 %
Assignment 1	- 15%
Assignment 2	- 15%
Participation	- 15%

Final grades will be assigned as follows:

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
49.99 and below	F	0.0	Unsatisfactory

**NOTE: Class attendance is required. Missing more than 20% of this course due to absence from lectures may result in a failing grade.** It is your responsibility to inform your professor, in advance if possible, of your absence and the reason for it:

- 1) if **medical**, self-declaration form must be submitted for an illness lasting 5 consecutive days or less <https://umanitoba.ca/governance/governing-documents-students#self-declaration-for-brief-or-temporary-student-absences>, no later than 48 hours after the end of the brief absence; a medical note from your physician must be submitted for an illness lasting more than 5 days;
- 2) if a **work commitment**, a signed letter on letterhead from your supervisor is required in advance, noting clearly the date(s) you must be away for your work commitment(s);
- 3) if for **student competitions**, an email from your Asper team coach must be received in advance indicating the dates you are away at competition.

The professor will then decide how to deal with the impact of the missed classes on your final grade.

## **COURSE SCHEDULE**

### **(TENTATIVE CLASS SCHEDULE**

#### **(Exam not tentative)**

- Jan 26/Jan 25 Course Introduction  
Topic: Introduction to Marketing (Ch 1)
- Feb 2/Feb 1 Topic: Marketing Research (Ch 5)  
Case: *De Beers Group: Marketing Diamonds to Millennials*
- Feb 9/Feb 8 Topic: Consumer Behavior (Ch 3-4)  
Case Study
- Feb 16/Feb 15 Topic: Marketing Segmentation, Targeting, and Positioning (Ch 6-7)  
Case Study (**Assignment 1 due date**)
- Feb 23/Feb 22 **No class (Winter Term Break)**
- Mar 2/Mar 1 Topic: Product Management (Ch 8)  
Case: *Kookaburra Cricket Bats: Dealing with Cannibalization*
- Mar 9/Mar 8 Topic: Building Strong Brands (Ch 10)  
Case Study (**Assignment 2 due date**)
- Mar 16/Mar 15 **Exam**  
Topic: Services Marketing (Ch 9)
- Mar 23/Mar 22 Topic: Distribution Management (Ch 15-16)  
Case: *Bolster Electronics: Dealing with Dealer Demands*
- Mar 30/Mar 29 Topic: Price Management (Ch 11)  
Case Study
- Apr 6/Apr 5 Topic: Promotion Management (Ch 12-14); **Presentation**  
Case: *Paul Frank and Native American Stereotypes: A Case of Misappropriation*
- Apr 13/Apr 12 **Marketing Plan Due**

## **ACADEMIC REGULATIONS AND STUDENT SERVICES**

### **HUMAN ETHICS APPROVAL FOR DATA COLLECTION**

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. **When in doubt, please talk to your instructor.**

Instructions and forms to apply for human ethics approval can be found at:

<http://umanitoba.ca/research/orec/ethics/guidelines.html>

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

The following do not require REB approval:

- a) Projects where students are conducting the research on themselves during class time;
- b) Projects involving the use of records or information that is in the public domain, including the use of anonymous secondary data and surveys or questionnaires that have already been published;
- c) Projects involving the use of naturalistic observation where there is no reasonable expectation of privacy (i.e. public park).
- d) Practicum or job training projects where students are fully integrated into the organization's operational practices and are not conducting research;
- e) Projects where the intent is to use the information to provide advice, diagnosis, identification of appropriate interventions or general advice for a client;
- f) Projects where the intent is to develop skills which are standard practice within a profession (e.g. observation, assessment, intervention, evaluation, auditing); or
- g) Projects where the information gathering processes are part of the normal professional relationship between the student and the participants.

**If you have any questions, please contact [humanethics@umanitoba.ca](mailto:humanethics@umanitoba.ca) or your instructor.**

**UNCLAIMED ASSIGNMENT POLICY**

Pursuant to the FIPPA Review Committee's approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

## **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.

<b>For Information on...</b>	<b>...follow this link</b>
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	<a href="#">Asper Graduate Student Resources</a>
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	<a href="#">MBA Student Handbook</a>
Help with research needs such as books, journals, sources of data, how to cite, and writing	<a href="#">Library Resources</a>
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	<a href="#">Writing and Learning Support</a>
Support and advocacy for students with disabilities to help them in their academic work and progress	<a href="#">Student Accessibility Services</a>
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	<a href="#">Copyright Office</a>
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	<a href="#">Academic Integrity</a>
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	<a href="#">Student Discipline</a>
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	<a href="#">Student Advocacy</a>
Your rights and responsibilities as a student, in both academic and non-academic contexts	<a href="#">Your rights and responsibilities</a>
Full range of medical services for any physical or mental health issues	<a href="#">University Health Service</a>
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	<a href="#">Health and Wellness</a>
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	<a href="#">Student Counselling Centre</a>

Support services available for help regarding any aspect of student and campus life, especially safety issues	<a href="#">Student Support Case Management</a>
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	<a href="#">Live Well @ UofM</a>
Help with any concerns of harassment, discrimination, or sexual assault	<a href="#">Respectful Work and Learning Environment</a>
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	<a href="#">Violent or Threatening Behavior</a>

# 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

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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, marketing, 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 nine years of experience in a Canadian business organization. He works closely with marketing and supply chain professionals to promote organizational goals.

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

He enjoys singing and dancing.