



**DEPARTMENT BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2019**

**BA2090 A2: Marketing Project Management – 3 (3-1-0) 60 Hours for 15 Weeks**

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
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**OFFICE HOURS:** T/TH 1:00 – 2:30 pm or by appointment

**CALENDAR DESCRIPTION:**

Utilizing a nontraditional methodology, student groups form businesses that research, implement and carry out marketing activities for community charities. The ongoing term project emphasizes how various components of the marketing mix and the environment are integral to the process of strategic and operational planning. Strategic marketing planning, product strategies, pricing objectives, channel conflict and cooperation problems, distribution systems, and the integrated promotional mix are topics which are interpreted from a “hands-on” practitioner’s point of view.

**PREREQUISITE(S)/COREQUISITE:**

Business Administration Certificate or consent of instructor.

**REQUIRED TEXT/RESOURCE MATERIALS:**

There is no required text for this course.

**DELIVERY MODE(S):**

After the first week of introductory material, classes will involve the presentation of relevant theory and practice, and will consist of lectures, class discussions, in-class exercises, and student presentations. Most classes, however, will not be held in the traditional manner; instead, business meetings will take place to manage all aspects of the project. Additional committee meetings will be scheduled at a time and location during the week that accommodate student members of each project committee. The meetings will follow an agenda and will be run by student members.

**COURSE OBJECTIVES:**

- To experience the planning process and operational process in a marketing environment;
- To experience the implementation, control processes and procedures in project planning;
- To develop effective team skills;
- To examine the stages of strategic planning in marketing and project management;
- To examine the nature of operational planning as it relates to marketing and to understand how these stages relate to strategic planning.

## LEARNING OUTCOMES:

Upon the successful completion of this course, students will have effectively

- Completed and implemented a marketing plan for a community fundraiser;
- Managed a public fund-raising event;
- Self-organized the marketing project through student run meetings, production of reports and media releases, effective financial management and overall accountability to all stakeholders;
- Provided in-depth peer and event evaluations

## TRANSFERABILITY:

- Athabasca University: MKTG 3XX (3)
- Burman University: BUAD 3XX (3)
- Concordia University of Edmonton: MARK 300: (3)
- King's University, The: BUSI 3XX (3); BUSI 369/2XX (6) – (includes BA 2090 & BA 1090)
- MacEwan University: MARK 2xx (3)
- University of Lethbridge: MGT 2020 (3)

(Information retrieved from <http://www.transferalberta.ca> on August 27, 2019)

**\*Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at

<http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

## EVALUATIONS:

Marketing and Communication Plan	15%
Mid-term self and instructor's assessment (meeting with instructor)	5%
Media release	5%
Project portfolio, journal & written communication	10%
Peer evaluation of five team members & self-evaluation	10%
Project evaluation	10%
Meeting and participation skills (chair, taking minutes, contributing, attending)	10%
Contribution toward the Project as determined by peer, self, and instructor evaluation (includes individual meeting with instructor)	35%

Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.

**Examinations:**

There are no formal examinations in this course. **Post event evaluations comprise the Final Project submission.**

**GRADING CRITERIA:** Grades will be assigned on a Letter Grading System using the following chart.

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

<u>Week</u>	<u>Topic</u>
Week 1	Introduction to course, projects, strategic overview of project
Week 2	Confirm committees; conducting meetings; selection of meeting times, Election of officers; group name
Weeks 3 & 4	Creating the Marketing Plan and assignment of tasks
Weeks 5 - 11	Budgets; marketing plan presentations, event planning & marketing; auditions
Weeks 12 - 13	<b>Grand Finale (November 23).</b>
Weeks 14 - 15	Debriefing; Peer, Self, and Event Evaluations; Event portfolios

**(Dates may vary at the discretion of the instructor.)**

## STUDENT RESPONSIBILITIES:

- Assignments are due on the dates established. BA2090 is unlike other courses in that others are depending on you for their success. This course, by its practicum nature, deals in real-time, real-world scenarios - and delayed assignments ultimately delay and derail your team members and the team business project. If your assigned work is not completed, your business group cannot function effectively.
- It is a requirement that ALL attend the Grand Finale, to be held Saturday, November 23, 2019.
- Assignments and projects not picked up by students will be held until the end of the first week of the following semester.

### Attendance

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence. Students with absences in excess of 6 classes may be refused permission to write the final exam or submit final project. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

Attendance and personal effort are considered to be extremely critical for success in any business venture, and so, too, for a successful semester in Marketing Project Management. Attendance is vital in this course; as such, you should not miss any classes or meetings. For this reason, only one unexcused absence will be tolerated. Students will be requested to sign an attendance contract should attendance show itself to be an issue. Should you have to miss a class or meeting, please contact me and all your team members as immediately as possible – certainly prior to the meeting.

### Cell Phones

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of site.

### Recording

Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

### Student Conduct

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services.

### Academic Grievance

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at [www.gprc.ab.ca](http://www.gprc.ab.ca).

### **Copyright**

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

### **Academic Dishonesty**

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

\*\*Note: all Academic and Administrative policies are available on the same page.

### **Plagiarism**

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

### **Cheating**

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- **Absolutely no examination materials may be removed from the examination room.** All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.