

MBA in Community Economic Development  
Marketing Principles  
(MBAC 5104 – Greg Libitz)

January 2019

**Course Syllabus**

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**Instructor:**

Greg Libitz

**Email:**

Libitzg@gmail.com

**Telephone:**

Upon request

**Office Hours:**

NA

**Meeting Dates:**

January 4-6 and 18-20, 2019

**Meeting Times:**

Fridays, 6:00PM – 9:00 pm;

Saturdays, 9:00am – 5:30pm;

Sundays, 9:00 am – 12:30 pm.

**Location:**

Room C3-14, Centennial College

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**Course Description**

The American Marketing Association (AMA) defines marketing as, the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This is a particularly useful definition for students Master of Business Administration (MBA) in Community Economic Development (CED) program, as it acknowledges that marketing's obligation is to deliver value not only to the organization and its customers or clients, but also to partner organizations and to the broader

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community. Within this context, MBAC 5104 explores the challenges and opportunities facing today's marketing manager.

As an introductory graduate course, the focus of MBAC 5104 is on the analysis of marketing management situations and the development and defense of marketing strategies. To this end, the course employs a combination of cases, lectures, examinations and a computer-based simulation.

Particular attention is given to the distinguishing features of marketing management in the third sector.

### **Course Objectives**

At the end of this course, students will:

- be familiar with major issues confronting today's marketing manager and have an in-depth understanding of at least one of those issues;
- be familiar with the major analytical techniques and frameworks used in marketing management;
- understand the significance of the marketing paradigm shift it affects all areas of the firm;
- be able to analyze typical marketing management problems and develop options for solutions
- work as part of a team to research and write a marketing plan.

### **Course Materials**

A required set of readings and case studies has been assembled for this course. It will be available in due course from the Shannon School of Business c/o Onedrive.

A suggested text for this course is Kotler & Keller, *A Framework for Marketing Management*, Pearson, 2016. For those new to marketing, it introduces the classical marketing paradigm. The text will be supplemented by a list of suggested readings provided by the instructor for each course weekend.

### **Grading and Evaluation**

#### Marketing Management Simulation

All students will take part in a condensed marketing management simulation on the course's second weekend. [35%]

#### Participation in Class Discussion

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This is a case and activity-driven course. It is expected that students will arrive prepared for all class sessions and will take an active role in class discussion. Attendance will be taken at all class sessions. [25%]

### Marketing Plan

Upon completion of the course, teams of students will be required to complete a marketing plan for a bona fide third sector organization. [40%]

N.B.: Guidance for all deliverables and associated rubrics will be provided at the first class session.

### **Course Policies**

#### Academic Integrity

It is the student's obligation to be aware of and comply with university policy regarding academic integrity (see Academic Calendar c/o Cape Breton University website for more information). There is zero tolerance in this course for breaches of academic integrity. A breach triggers a grade of zero for that element of the course. The Shannon School of Business may also apply additional penalties.

#### Late Submissions

Late submissions will only be considered with advanced notice and only under exceptional circumstances. Penalties may apply. Please submit your assignments on time.

#### Attendance

While there are no points for simply coming to class, neither can you earn participation points if you are not in class. Accordingly, attendance will be taken at all class sessions. Too, please be respectful of your colleagues' right to learn and arrive on time for class. If you arrive late and the door is closed, this means class is underway. Please wait for a break to enter.

#### Electronic Devices

We live in a connected world and accordingly, we will work – initially – on an honour system with respect to laptop computers in class. Please put mobile phones away while in class. Again, please be respectful of your colleagues' right to learn.

### **Delivery Schedule**

Module #1: Introduction to Marketing Management

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The first class session introduces expectations and key deliverables associated with MBAC 5104. Marketing planning principles are also introduced to support the discussion of course's major deliverable. Teams are also formed during this session. The lecture traces the evolution of marketing and explores its role in the modern organization.

Readings

Niraj Dawar and Neil Bendle, *Marketing in the Age of Alexa*, Harvard Business Review, May-June 2018.

V. Kumar, *Transformative Marketing: The Next 20 Years*, Journal of Marketing, July 2018.

Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapters 1 & 2

Module #2: Understanding Customers and Clients

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This session introduces tools and techniques – including calculations such as CLV – used by practicing marketing managers to develop a confident understanding of markets and buyers in the era of AI, big data and predictive analytics. The move from the purchase funnel to the consumer decision journey is explored in detail.

Readings

David C. Edelman and Marc Singer, *Competing on Customer Journeys*, Harvard Business Review, November 2015.

Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapters 3-6

Cases

- 1) *RollUP Solutions Incorporated: Going to Market*
- 2) *Promenaid Handrail: Managing Growth*

Module #3: Building Brands

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Regardless of sector, effective development of brands and brand strategies is fundamental to the success of the modern organization. This session therefore, focuses on value creation, effective positioning of the offer, and broader questions of brand strategy (e.g., brand architecture).

Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapters 7-9

Cases

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- 1) *Hope Blooms: Marketing a Social Enterprise after Dragons' Den*
- 2) *Next Generation Green: White Dog Café and its Evolving Brand Identity*

Module #4: Price Optimization

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While critical in the private sector, pricing is an often-misunderstood element of marketing programs elsewhere. This session reviews quantitative elements of price setting and the fundamentals of price optimization (including a brief review of offers from leading vendors). It also reviews the psychology of setting price when money is not the primary medium of exchange.

Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapter 11

Cases: 1) *Jane's Short and Sweet: Purpose, People and Profit*

Module #5: CX and the Omnichannel Imperative

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This session reviews value networks and the rise of the platform economy. Emerging trends and practices at retail are reviewed in the context of a broader discussion of the CX imperative and the drive for frictionless omnichannel execution.

Readings

David J. Faulds, W. Glynn Mangold, P.S. Raju and Sarath Valsalan, *The Mobile Shopping Revolution: Redefining the Consumer Decision Process*, Business Horizons, January 2018.

Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapters 10, 12 & 13

Module #6: Marketing Communication Programs

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(Saturday Morning, December 8, 2018)

This session explores current principles and practices associated with management of the integrated marketing communications effort. The primary focus is on the challenges and opportunities associated with digital elements of the communications mix across paid, earned and owned channels.

Readings

Aditya Joshi and Eduardo Giménez, *Decision-Driven Marketing*, Harvard Business Review, July-August 2014.  
Douglas B. Holt, *Branding in the Age of Social Media*, Harvard Business Review, March 1, 2016.

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Text Alignment

Kotler & Keller, *Framework for Marketing Management*, Chapters 14-17

Cases

- 1) *Art With Impact: The Art of Non-Profit Fundraising*
- 2) *Stack Brewing: A Little Brewery in the Big Nickel*

Module #7: Marketing Management Simulation

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(Saturday Afternoon, December 8, 2018)

This session is devoted to the marketing management simulation.

Module #8: Presentations and Marketing Planning Meetings

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(Sunday Morning, December 9, 2018)

The final class session includes simulation presentations and team meetings regarding the marketing plan deliverable.

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