

# THOMPSON RIVERS UNIVERSITY

## Course Outline

Department of Marketing, International Business,  
Entrepreneurship  
School of Business and Economics

### BUSN 6150/1-3 Advanced Marketing Management (3,0,0)

#### Calendar Description

Students acquire the knowledge and skills required to develop, implement, and control successful marketing strategies. Topics include the art of case analysis; consumer behavior; marketing research and competitive analysis; marketing segmentation and position; market entry and pricing; retail selling, private labels, and channels of distribution; marketing communications; Internet marketing; corporate social responsibility and nonprofit marketing; sales management; and international marketing.

#### Educational Objectives/Outcomes

After completing this course, students should be able to:

1. Analyze a case following standard case analysis procedures.
2. Develop a marketing strategy using an understanding of customer behaviour.
3. Interpret marketing research to make improved marketing decisions.
4. Select appropriate market segmentation techniques to determine the appropriate market for a specific product.
5. Analyze a competitive market and recommend an appropriate market entry strategy for a product or service, along with appropriate pricing recommendations.
6. Design an appropriate channel of distribution for a product, including retail distribution.
7. Create an integrated marketing communications plan for a major event, which incorporates marketing to a younger cohort.
8. Integrate social networking and social media within an integrated marketing communications plan for B2B and B2C.
9. Recommend the appropriate metrics to measure performance for a variety of online campaigns.
10. Analyze corporate sponsorship proposals and cause-related marketing programs in order to make appropriate recommendations.
11. Apply knowledge of sales management and institutional buying in order to craft an appropriate approach and offer to an institutional buyer.
12. Apply sales analysis to determine whether to target future growth domestically or internationally, and determine the viability of launching an established product into a new international market.

## Prerequisites

Meets the admission requirements to the MBA

## Co-requisites

## Texts/Materials

### Textbook

Mauffette-Leenders, L. A., Erskine, J. A., and Leenders, M. R. (2007). Learning With Cases. London, ON: Ivey Publishing.

### Other Materials

A Guide to Case Analysis.

Online Metrics

## Student Evaluation

### Campus

Individual case assignments (12)	42%
Group case assignments (11)	22%
Final exam	36%

### Online

Individual case assignments (12)	42%
Group case assignments (11)	22%
Final exam	36%

Students must pass the final exam with 50% or higher to pass the course.

## Course Topics

1. Art of Case Analysis
  - Conducting a case: brief overview
  - Case solving process applied to specific cases
2. Customer Behaviour
  - A framework for case analysis
  - SWOT analysis, consumer decision-making, consumer segments
  - Marketing communications, breakeven analysis
3. Marketing Research and Competitive Analysis
  - Data collection and ethical issues in marketing research

- Consumer segmentation, pricing strategy, and competitive reaction
4. Marketing Segmentation and Positioning
    - Market segmentation
    - Market positioning
  5. Market Entry and Pricing
    - Market entry strategies
    - Pricing concepts
  6. Retail Selling, Private Labels, and Channels of Distribution
    - Retail and private labels
    - Channels of distribution
  7. Marketing Communications
    - Marketing to a younger cohort
    - Creating an integrated marketing communication plan
  8. Internet Marketing – Part 1
    - Social networks
    - Monetizing social media participation
    - Social media for B2B and B2C
  9. Internet Marketing – Part 2
    - Appropriate metrics for online campaigns
    - Social media dashboard
    - Community building and campaign aspects of social media campaign
  10. Corporate Social Responsibility and Nonprofit Marketing
    - Cause-related marketing
    - Corporate sponsorship
  11. Sales Management
    - Marketing plans for nonprofit organizations
    - Goods and services in the nonprofit context
  12. International Marketing
    - Domestic growth versus international growth
    - Entering a new international market

### **Methods for Prior Learning Assessment and Recognition**

Students can apply for PLAR in any course but it cannot be used to meet the program residency requirement.

**Attendance Requirements – Include if different from TRU Policy**

As per TRU policy.

**Special Course Activities – Optional**

**Use of Technology – Optional**