

# MARKETING (MRKT)

This is a list of the Marketing (MRKT) courses available at Kwantlen.

## **MRKT 1199 CR-3**

### **Introduction to Marketing**

Students will learn the fundamentals of marketing and explore the relationships between companies, their customers and their competition. They will examine concepts that are integral to the field of marketing including marketing environment, customer behaviour, marketing research, product analysis, distribution, pricing strategies and promotion. They apply these concepts in solving marketing problems.

*Transferable (refer to transfer guide)*

## **MRKT 1220 CR-3**

### **Dynamic Selling**

In this course, students make an intensive study of the theory and practice of personal selling, during which they will practice their selling skills on local companies. The course also briefly examines the main aspects of the sales management function.

## **MRKT 1235 CR-3**

### **Small Business Essentials**

Students will learn the fundamentals of small business ownership in a Canadian context. They will learn business-planning essentials such as environmental and marketing analysis, ownership options, operational design, production, and finance to facilitate integration of these into a business plan. They will also learn a variety of challenges associated with managing an ongoing firm.

*Transferable (refer to transfer guide)*

## **MRKT 1299 CR-3**

### **Consumer Behaviour**

Students will explore buyer behaviour and motivation using key theories from various social sciences (including Anthropology, Sociology and Psychology) and apply these theories in contemporary marketing situations.

*Prerequisites: MRKT 1199*

*Transferable (refer to transfer guide)*

## **MRKT 2111 CR-3**

### **Introduction to e-marketing**

Students will learn the techniques and principles of e-marketing in the rapidly changing Internet environment. Students will study and evaluate various business models employing e-marketing strategies with a range of outcomes. Students will learn about fundamental business and marketing concepts, consumer behaviour, strategic objective setting, channel structures and examine such roles in the Internet environment.

*Prerequisites: MRKT 1199 and MRKT 1299*

## **MRKT 2321 CR-3**

### **Retail Management I**

Students will be introduced to both theoretical knowledge and practical skills in retailing including consumer behaviour, store design and layout, merchandise planning, retail pricing strategy, advertising and selling. They will apply these concepts both in the classroom and in junior retail positions.

*Prerequisites: MRKT 1199 and 1299*

## **MRKT 2333 CR-3**

### **Marketing Management I**

Students will learn to combine fundamental marketing concepts with proven organizational management practices. Particular attention is focused on the planning process, innovation and product development, and managerial control. This material is approached using lectures and case studies.

*Prerequisites: MRKT 1299 and (ACCT 1230 or MATH 1115 or PSYC 2300)*

*Transferable (refer to transfer guide)*

## **MRKT 2340 CR-3**

### **Marketing Research**

Students will learn the theory and practice of marketing research as an aid to management decision-making. They will work on a "real-life" research project.

*Prerequisites: MRKT 1299 and (ACCT 1230 or MATH 1115 or PSYC 2300)*

*Transferable (refer to transfer guide)*

## **MRKT 2360 CR-3**

### **Selling and Sales Management**

This course begins with the theory and skills of professional selling and leads to a practical selling project. Students are introduced to basic selling processes, including prospecting, needs analysis, and formal sales presentations. Students will undertake a "real life" sales project that will require them to meet activity and sales targets. The sales management function is also examined in depth.

*Prerequisites: MRKT 1199*

*Transferable (refer to transfer guide)*

## **MRKT 2401 CR-3**

### **Advertising**

This course introduces the field of contemporary advertising and promotion in Canada. The client/agency relationship is analyzed and the current theory and practice of developing an overall communications program is examined. Students work in teams on a project to develop an advertising proposal for a local marketing organization.

*Prerequisites: MRKT 1299 or MRKT 1230*

## **MRKT 2421 CR-3**

### **Retail Management II**

Students will learn advanced retail merchandising and management concepts including relationship retailing, retail operations for small firms, non store based and non-traditional retailing, integrating and controlling retail strategy, they will also apply these concepts in an actual retail situation.

*Prerequisites: MRKT 1199 and MRKT 1299 and MRKT 2321*

**MRKT 2444 CR-3****Marketing Management II**

Students will apply marketing principles and methods from previous courses in the preparation of a detailed professional marketing plan for a real client. Strong emphasis is placed on analytical, critical thinking and research skills as well as a solid application of marketing concepts as students develop and present their detailed marketing plan. For much of the semester, students will work independently in the field and one-on-one with the instructor.

*Prerequisites: MRKT 2333 and MRKT 2340*

*Transferable (refer to transfer guide)*

**MRKT 2455 CR-3****International Marketing**

Students will focus on the export needs of a local small to medium sized enterprise (SME), and on how its current product line can be marketed abroad. They will investigate how marketers must adapt to foreign environments and adeptly resolve conflicts between political, cultural and legal forces in order to be successful.

*Prerequisites: MRKT 1199*

*Transferable (refer to transfer guide)*

**MRKT 3211 CR-3****Managing the Communication Process**

Students will learn the essential project management skills associated with strategic planning, briefing creative services, and delivering creative projects through a variety of traditional and modern marketing media. They will learn how key messages and graphic standards are delivered effectively and consistently to achieve marketing objectives.

**MRKT 3240 CR-3****Marketing Information Management**

Students will learn to collect, analyze and interpret data available from a variety of sources, internal and external to the organization, to uncover the marketing insights that will provide competitive advantage for an organization. Students will use contemporary data tools and emerging information technologies of marketing information management.

*Prerequisites: ENTR 3120 Managerial Accounting is highly recommended*

*Not Transferable*

**MRKT 3311 CR-3****Marketing in a Digital World**

Students will learn the key business and technological elements of digital marketing explained through theory and business case analysis. Students will become familiar with a variety of online marketing tools (new media) that support the online marketing functions that help drive traffic to a website, improve conversion rates, and achieve overall marketing objectives.

**MRKT 4160 CR-3****Business Development**

Students will learn to manage and direct the sales function to achieve organizational goals. They will develop consultative selling skills through study of key account management, group negotiations, and the preparation of proposals and quotations. Students will study leadership and managing a sales force, sales channels and the importance of strategic alliances which will prepare students to assume sales leadership roles in the organization.

**MRKT 4177 CR-3****Contemporary Issues in Marketing**

Students will analyze and gain insight into significant contemporary marketing issues such as globalization and cross-cultural marketing, online marketing and e-commerce, modern corporate culture, outsourcing and marketing and business ethics. Students will interact with guest speakers, plan and lead seminar discussions, research and analyze contemporary marketing strategies and theories, and produce and present a comprehensive research project.

*Prerequisites: 60 credits at the 1100 or higher level including ENGL 1100 and MRKT 1199*

**MRKT 4201 CR-3****Integrated Marketing Communication**

Students will learn the fundamentals of market segmentation, positioning and targeting while acquiring skills in the alignment of all aspects of an organization's communication, covering a complete range of target audiences, to create a coherent integrated communication program. They will manage the organization's brand identity and communication with consumers, media, governments, employees, shareholders and community groups. Students will learn how to use a comprehensive variety of communication options in order to maximize return-on-marketing investment.

*Prerequisites: MRKT 3211 and MRKT 3311*

**MRKT 4330 CR-6****Bachelor Business Administration in Marketing - Practicum**

Students will apply marketing theory to undertake a major marketing analysis and develop a detailed marketing plan for an operational client/organization. They will practice the integration of marketing and business concepts learned throughout the degree; manage, design, prepare and present a comprehensive project that will meet the requirements of the operational organization. Students will develop and complete substantial primary research, that includes the design, implementation, and analysis of the client's marketing issue. They will develop a marketing plan that will be fully costed with all numbers justified. Students will provide recommendations that will have metrics attached to it so the operational organization/client can measure the success or failure of the activity undertaken.

Student teams will develop, launch and manage an online business or participate in a competitive marketing business simulation program. The teams will make decisions and be held accountable for them through achievement of specified measurable Web Analytics, profit and loss results and other metrics in a competitive team environment.

*Prerequisites: ENTR 3000 and ENTR 3110 and ENTR 3120 and ENTR 3130 and ENTR 3140 and ENTR 3150 and ENTR 4110 and MRKT 3240 and MRKT 4160 and MRKT 4201*

*Co-requisites: MRKT 4177 MRKT 4177*