

# MARKETING (MRKT)

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

## **MRKT 1199** **3 Credits**

### **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** **3 Credits**

### **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 1299** **3 Credits**

### **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** **3 Credits**

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

Students will engage with e-marketing practices in the rapidly changing online environment. Students will study and evaluate various business models employing e-marketing strategies with a range of outcomes. Students will learn the key strategic and technological elements of digital marketing explained through theory and practical analysis. Students will become familiar with a variety of online marketing tools that support the online marketing functions including layout, optimization, testing, promotion, evaluation (analytics) to achieve overall marketing objectives.

*Prerequisites: MRKT1199*

*Not Transferable*

## **MRKT 2235** **3 Credits**

### **Small Business Entrepreneurship**

Students will learn the fundamentals of small business ownership in a Canadian context and learn to make decisions on entrepreneurship. They will also learn the elements needed to identify and develop successful business ideas, and apply these to the business planning process in an entrepreneurial environment.

*Prerequisites: MRKT 1199 and (ACCT 1110 or ACCT 1210 or ACCT 2293)*

*Not Transferable*

## **MRKT 2321** **3 Credits**

### **Retail Management**

Students will be introduced to both theoretical knowledge and practical skills in a variety of retail business models. They will learn consumer behavior, store design and layout, merchandise planning, services marketing, retail pricing strategy, advertising and selling.

*Prerequisites: MRKT 1199*

*Not Transferable*

## **MRKT 2333** **3 Credits**

### **Marketing Management**

Students will learn to combine fundamental marketing concepts with proven organizational management practices. Students will focus particular attention on the planning process, innovation and product development, and managerial control.

*Prerequisites: MRKT 1199 and 6 credits of MRKT 2000-level or higher and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)*

*Transferable (refer to transfer guide)*

## **MRKT 2340** **3 Credits**

### **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 1199 and (BUQU 1230 or MATH 2341 or PSYC 2300 or SOCI 2365 or CRIM 2103)*

*Not Transferable*

## **MRKT 2360** **3 Credits**

### **Selling and Sales Management**

Students will learn the theory and skills of professional selling and demonstrate these skills through completion of a practical selling project. Students will study 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. Students will begin this course with the theory and skills of professional selling, preparing them to complete a practical selling project. Students will also examine the sales management function.

*Prerequisites: MRKT 1199*

*Transferable (refer to transfer guide)*

## **MRKT 2401** **3 Credits**

### **Introduction to Integrated Marketing Communications**

Students will work in creative teams to develop and present a comprehensive marketing communications proposal for a domestic marketing organization. They will thoroughly review the field of contemporary advertising and promotion in Canada throughout the course. Students will closely examine the evolving theory and practice of developing an overall communications program as well as the client/agency relationship. Students will emerge from this course with the skills to expand their comprehension of Integrated Marketing Communications (IMC) in subsequent courses.

*Prerequisites: MRKT 1199*

*Not Transferable*

**MRKT 2421** **3 Credits**  
**Retail Buying and Merchandise Management**  
Students will learn both theoretical and practical skills in retail merchandise management and retail buying. Students will examine evolving retail and societal trends and understand the impact of those trends on the retail and merchandise management strategies.

*Prerequisites: MRKT 1199*  
*Not Transferable*

**MRKT 2444** **3 Credits**  
**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. Students will develop and present their detailed marketing plan with strong emphasis placed on demonstration of analytical, critical thinking and research skills as well as a solid application of marketing. Students will work independently in the field and one-on-one with the instructor for much of the semester.

*Prerequisites: MRKT 2333 and MRKT 2340*  
*Transferable (refer to transfer guide)*

**MRKT 2455** **3 Credits**  
**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 3000** **3 Credits**  
**Strategic Marketing Decision Making**  
Students will apply marketing principles and methods from previous courses to conduct marketing analysis, make strategic marketing decisions, implement marketing plans, assess results, and adapt to resulting outcomes through a marketing decision making simulation. Students will synthesize learning through the preparation of a detailed, professional marketing plan for a real client. Students will develop and present their detailed marketing plan with strong emphasis placed on demonstration of analytical, critical thinking and research skills as well as a solid application of marketing principles.

*Prerequisites: 45 credits including MRKT 1299, MRKT 2111, CMNS 1140, (BUQU 1130 or BUQU 1230), and (ACCT 2293 or ACCT 1210)*  
*Not Transferable*

**MRKT 3211** **3 Credits**  
**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.

*Prerequisites: MRKT 3000 or [60 credits including ECON 1150, MRKT 1199, (BUSI 1210 or BUSI 1215), (ACCT 2293 or ACCT 1210) and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)]*

**MRKT 3240** **3 Credits**  
**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: [MRKT 3000 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)] or ENTR 3140*  
*Not Transferable*

**MRKT 3311** **3 Credits**  
**Marketing in a Digital World**  
Students will learn the key business and technological elements of digital marketing. Students will become familiar with and use a variety of online marketing tools that support the online marketing functions that help drive traffic to a website, improve conversion rates and achieve overall marketing objectives. Students will prepare audits of real-world organizations and industrial sectors. Students will publish marketing-related analyses as part of the creation of an online project.

*Prerequisites: MRKT 3000 or [60 credits including (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365), ECON 1150, MRKT 1199, (BUSI 1210 or BUSI 1215) and (ACCT 2293 or ACCT 1210)]*

**MRKT 4160** **3 Credits**  
**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.

*Prerequisites: ENTR3110 and one of MRKT 3000 or ENTR3140*

**MRKT 4177** **3 Credits**  
**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** **3 Credits**  
**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: All of ENTR 3120, ACCT 3380, ENTR 3100, CMNS 3000, MRKT 3240 and one of MRKT 3211 or MRKT 3311 OR All of ENTR 3120, ENTR 3130, MRKT 3240, ENTR 3000, MRKT 3211, MRKT 3311*

**MRKT 4330** **6 Credits**  
**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 or ECON 2350 or ECON 3150) and ENTR 4110 and MRKT 3240 and MRKT 4160 and MRKT 4201*

*Co-requisites: MRKT 4177 MRKT 4177*

*Not Transferable*

**MRKT 4331 (formerly MRKT4330 is replaced with MRKT4331 AND MRKT4332)** **3 Credits**  
**Individual Client Marketing Plan**

Students will work individually to apply marketing theory to undertake a major industry and business analysis and develop a comprehensive consulting 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 critical issues. 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 the plan so the operational organization client can measure the success or failure of the activity undertaken.

*Prerequisites: [All of BUSI 2390, CMNS 3000, ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3240, MRKT 4160 and (MRKT 3211 or MRKT 3311)] OR [All of BUSI 2390, ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3311, MRKT 3240, MRKT 4160]*

*Not Transferable*

**MRKT 4332 (formerly MRKT4330 is replaced with MRKT4331 AND MRKT4332)** **3 Credits**  
**Online Business Launch/Simulation**

Student teams will develop, launch and manage an online business and/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: [All of BUSI 2390, CMNS 3000, ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3240, MRKT 4160 and (MRKT 3211 or MRKT 3311)] OR [All of BUSI 2390, ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3311, MRKT 3240, MRKT 4160] NOTE: It is highly recommended that students complete MRKT 2235 before taking this course.*

*Not Transferable*