

# MARKETING (MRKT)

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

Enrolment in some sections of these courses is restricted to students in particular programs. See the Course Planner - [kpu.ca/registration/timetables](http://kpu.ca/registration/timetables) - for current information about individual courses.

For information about transfer of credit amongst institutions in B.C. and to see how individual courses transfer, go to the BC Transfer Guide [bctransferguide.ca](http://bctransferguide.ca)

## **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.

## **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*

## **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*

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

### **Small Business Start-up**

Students will learn the fundamentals of small business start-ups 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. Opportunities will be provided for students to further explore the industry within which their own business idea may exist.

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

## **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*

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

### **Fundamentals of Marketing Management**

In the Fundamentals of Marketing Management course, students will focus on the critique, evaluation, and revision of marketing plans to provide students a thorough overview of the marketing planning process. Students will focus particular attention on the strategic tools used to develop marketing plans and undergo a detailed examination of marketing research methodologies, strategic development, and tactical considerations outlined in marketing plans. In addition, students will engage in professional skills development as they relate to launching successful careers in the modern marketing environment.

*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)*

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

### **Marketing Insights**

Students will learn about basic marketing information needs as it relates to supporting the development and evaluation of a marketing plan, or to solve a given marketing problem. Through the use of case studies and real life examples, students will identify, gather and analyze marketing information in order to recommend actions for maximizing or improving an organization's online and offline marketing efforts.

*Prerequisites: MRKT 1199*

## **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*

## **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*

**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*

**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*

**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*

**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 (a) ACCT 1210 or ACCT 2293, (b) BUQU 1130 or BUQU 1230 or MATH 1120 or MATH 1130 or MATH 1140, (c) CMNS 1140, (d) MRKT 1299, and (e) MRKT 2111*

**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: Either ENTR 3140, or both (a) MRKT 3000, and (b) BUQU 1230, CRIM 2103, MATH 1115, MATH 2341, PSYC 2300 or SOCI 2365.*

**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: Either MRKT 3000, or 60 credits, including all of the following: (a) ECON 1150, (b) MRKT 1199, (c) BUSI 1210 or BUSI 1215, (d) ACCT 1210 or ACCT 2293, and (e) BUQU 1230, CRIM 2103, MATH 1115, MATH 2341, PSYC 2300, or SOCI 2365.*

**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: ENTR 3110 and one of the following: ENTR 3140 or MRKT 3000.*

**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 from courses at the 1100 level or higher, 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: Either (a) ACCT 3380, BUSI 2390, CMNS 3000, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3211, MRKT 3240, MRKT 3311 and MRKT 4160, (b) ENTR 3000, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3311 and MRKT 3240, or (c) GDMA 3230.*

**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: Both (a) ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, ENTR 3140, ENTR 4140, MRKT 3240, MRKT 4160 and MRKT 4201, and (b) ECON 2350, ECON 3150 or ENTR 3150.*

*Co-requisites: MRKT 4177*

**MRKT 4331** **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: Either (a) ACCT 3380, BUSI 2390, CMNS 3000, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3211, MRKT 3240, MRKT 3311, and MRKT 4160, or (b) BUSI 2390, ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3311, MRKT 3240, and MRKT 4160.*

**MRKT 4332** **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: Either (a) ACCT 3380, BUSI 2390, CMNS 3000, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3211, MRKT 3240, MRKT 3311, and MRKT 4160, or (b) BUSI 2390, ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3240, MRKT 3311, and MRKT 4160. MRKT 2235 is recommended.*