

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION
COURSE OUTLINE – Winter 2025
MK3050 (A3): Marketing and Brand Strategy – 3-(3-0-0) 45 Hours For 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Mondays & Wednesdays: 10 am -11:30 am, or by appointment
Best way to contact me: Email – mevans@nwpolytech.ca

All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check.). Emails that do not follow the above requirements will not be responded to.

CALENDAR DESCRIPTION: Learners will understand key strategic marketing and branding concepts. Students will analyze personal and corporate branding, integrated marketing strategy and communication, and brand identity. In addition, exploration of marketing strategies that influence price, product, place, and promotion to support corporate objectives.

PREREQUISITE: BA1090, BA1010

REQUIRED TEXT/RESOURCE MATERIALS:

Marketing Strategy, Theory and Cases Canadian First Edition, O.C. Ferrell; Micheal Hartline; Bryan W. Hochstein; Marc Boivin.

Cengage Learning ISBN-13: 978-1-77474-964-7

Computer and Internet Requirements : <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

DELIVERY MODE:

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

Outline marketing strategies that affect one or more of the 4 'P's

- Determine how to develop a brand position
- Show critical awareness of the analytical processes to evaluate marketing opportunities
- Apply integrated marketing strategies
- Managing brands online
- Organize a brand experience

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Evaluation	Weighting
In Class Activities	10%
Case Studies	20%
Quizzes	20%
Assignment	20%
Final Exam	30%
Total	100%

Note: In order to pass MK 3050:

1. All assignments and non-graded, assigned work must be completed.
2. You must achieve a minimum score of **50%** on the Final Exam to pass the course
3. You must achieve a minimum score of **50%** on your course work in order to pass the course.

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Changes to this schedule are possible as the semester progresses. I will announce all changes well in advance. You are responsible for any changes made to this schedule even if you are absent from class the day changes are announced. You should consult with fellow students and me immediately if you miss a class meeting.

BA3050 - Marketing and Brand Strategy				
myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 1	Jan 6-10	Course Introduction (Course Outline.) Marketing in Today's Economy	Chapter 1	
Week 2	Jan 13-17	Strategic Marketing Planning Case Study #1	Chapters 2	Case Study #1
Week 3	Jan 20-24	Collecting and Analyzing Marketing Information	Chapter 3	Quiz #1 (Ch.1-2)
Week 4	Jan 27- 31	Developing Competitive Advantage and Strategic Focus	Chapter 4	
Week 5	Feb 3-7	Quiz #2 Case Study #2		Quiz #2 (Ch. 3-4) Case Study #2
Week 6	Feb 10-14	Customers, Segmentation, and Target Marketing	Chapter 5	
Week 7	Winter Break – Feb 17-21 – no classes			
Week 8	Feb 24 -28	The Marketing Program	Chapter 6	
Week 9	Mar 3-7	Branding and Positioning	Chapter 7	
Week 10	Mar 10-14	Case Study #3		Quiz #3 (Ch. 5-7) Case Study #3
Week 11	Mar 17-21	Ethics and Social Responsibility in Marketing Strategy	Chapter 8	
Week 12	Mar 24-28	Marketing Implementation and Control	Chapter 9	

Week 13	Mar 31 - April 4	Developing and Maintaining Long-Term Customer Relationships	Chapter 10	Assignments Due
Week 14	April 7-11	Quiz #4 Case Study #4		Quiz #4 (Ch. 8-10) Case Study #4
Week 15	April 14	Final Exams start		

Important Dates:

January 15 – Last Day to Withdraw with full refund.

March 18 – Business Conference

March 31 – Last Day to Withdraw

April 11 – Last Day of Classes

April 14-23 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all myClass and student e-mail regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screenshots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may

only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account.

Policies:

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- [Northwestern Polytechnic administrative/academic policies](#)
- [NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy](#)

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.

ADDITIONAL INFORMATION:**Assignment, quizzes and exam policies:****Assignments**

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word document to MyClass course assignment and subject to Turnitin plagiarism assessment.
- Late assignments will only be accepted with prior consultation with the instructor and will receive a 10% deduction each day it is late. Assignments past five days are assessed a grade of zero.

Quizzes

- It is the student's responsibility to follow all due dates associated with quizzes.
- Quizzes are in-class and based on textbook and in-class learning consisting of multiple choice and true or false questions.

Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.

- To get the most out of class regular attendance and active participation are encouraged. Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class. Disruptive behaviour will also be viewed as not professional and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.
- Final examinations will be scheduled by the Registrar's office. Do not plan any activities during examination week.
- A student may be refused permission to write a final as outlined in the Final Examination Policy: <https://www.nwpolytech.ca/about/administration/policies/>.

Technology Requirements:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Microsoft Office 365 (free for NWP students)