

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2022

BA 2090 (EC) – Marketing Project Management 3 (3-1-0) UT 60 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: Carolyn Vasileiou

PHONE: 780-539-2221

OFFICE: C201

E-MAIL: cvasileiou@nwpolytech.ca

OFFICE HOURS: Monday 1:00-2:30pm/Wednesday 10:30am-12 noon

CALENDAR DESCRIPTION:

Utilizing a nontraditional methodology, student groups form businesses that research, implement and carry out marketing activities for community charities. The ongoing term project emphasizes how various components of the marketing mix and the environment are integral to the process of strategic and operational planning. Strategic marketing planning, product strategies, pricing objectives, channel conflict and cooperation problems, distribution systems, and the integrated promotional mix are topics which are interpreted from a “hands-on” practitioner’s point of view.

PREREQUISITES: Business Administration Certificate

REQUIRED TEXT/RESOURCE MATERIALS:

Larson, E., and Gray, C. (2021), *Project Management: The Managerial Process*, 8th Edition, McGraw-Hill Ryerson Limited w/Connect & Smartbook.

This text includes *Connect with Smartbook Online Access*. **The text will be used extensively.** All students must purchase the McGraw Hill Connect with Smartbook Online Access. Students must have an Connect Access Code to gain access to online resources and tests. It is the student’s choice if they purchase a new textbook with a connect access code, **or** an e-book with a connect access code. If you have purchased a used textbook, you will have to purchase a connect access code separately.

DELIVERY MODE(S):

This is a paced online self-study course. There is no set class times and students attend remotely and asynchronously.

The course is delivered entirely online using myClass (D2L) and McGraw Hill Connect. For each chapter, a PowerPoint presentation is available, along with student resources in Connect. Relevant SmartBook (SB) exercises for each chapter will be assigned as well as weekly quizzes, periodic assignments and exams to test your knowledge, understanding and application of the material throughout the course. During the course, you will work in a small group to complete a project. You will be evaluated several times so you can assess how you are doing as you work through the material. The assignments, quizzes, and tests have specific due dates to help you finish the course on time. However, you may complete and submit these evaluations before their due dates.

COURSE OBJECTIVES:

- To experience the planning process and operational process in a marketing environment;
- To experience the implementation, control processes and procedures in project planning;
- To develop effective team skills;
- To examine the stages of strategic planning in marketing and project management;
- To examine the nature of operational planning as it relates to marketing and to understand how these stages relate to strategic planning.

LEARNING OUTCOMES:

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

1. Identify the context and process of project management
2. Define project risk.
3. Identify the context and processes of cost estimation and budgeting.
4. Prepare a project schedule and analyze resource requirements
5. Discuss project evaluation and control methods
6. Manage the termination of a project

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.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:

SmartBook (SB) Exercises	5%
Quizzes	15%
Term tests (2 @ 15% each)	30%
Term Project	50%
Total	100

You are strongly encouraged to complete all assignments, quizzes, and exams. A grade of zero (0) will be assigned for any of these that are missed. Late assignments will have a 10% reduction per day. Turnitin plagiarism detecting software may be used in this 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	90-100	C+	2.3	67-69
A	4.0	85-89	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

ASSIGNMENTS, QUIZZES, AND EXAMS:.

- **Quizzes** will be conducted online on Connect during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero. There will be no makeups on these.
- **SmartBook** exercises need to be completed within the established due dates. No extensions on these.
- **Term Project** is a group project, done in a small group with various due dates to progress you through the process of completing a project.
- **Term Tests** –The two term tests will be taken online and may be using Connect’s LockDown Browser.
- There is **no Final Exam** in the course. Instead you will work with your group to complete your project and accompanying assignments and documents.

TENTATIVE COURSE SCHEDULE/ TIMELINE:

Course Schedule is approximate and may vary slightly at the discretion of the instructor.

<u>Week</u>	<u>Topic</u>
Week 1	Introduction to course, projects, strategic overview of project
Week 2	Confirm groups; conduct meetings; group name and charter
Weeks 3 & 4	Creating the Marketing Plan and assignment of tasks
Weeks 5 - 11	Budgets; Planning and execution
Weeks 12 - 13	Execution of Project
Weeks 14 - 15	Debriefing; Evaluations and closing
Final Exam period	Formal Report/Self and Peer Evaluations due

STUDENT RESPONSIBILITIES:

The expectation for this course is that students will read the chapter material and work through the SmartBook exercises. In addition, you are expected to diligently and responsibly work with your group members to complete your project. The group project is worth 50% of the mark in this course. At the end of your project, team members will complete a peer evaluation on each member. Your contribution to your team will play a major part in determining your mark on the project.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. You should plan to spend a considerable amount of time on this course.

Email

Students may contact the instructor by email, which should be professionally formatted with correct spelling and grammar; and include a reference to course material and/or textbook pages.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy, which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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