

# MARKETING

Marketing is the processes and business practices designed to enable end users to identify, and acquire, the benefits of products and/or services that an organization seeks to exchange. Organizations with well conceived and implemented marketing plans achieve a competitive advantage in the market place. Gaining insights into customer needs and then developing effective marketing strategies to serve those needs is a key part of marketing.

The Bachelor of Business Administration (BBA) in Marketing Management (<https://calendar.kpu.ca/programs-az/business/marketing/marketing-management-bba/>) degree produces graduates who bring contemporary applied marketing skills and sound business management acumen to their organizations, helping them to succeed in a dynamic global economy.

The Marketing Management Diploma (<https://calendar.kpu.ca/programs-az/business/marketing/marketing-management-diploma/>) program is designed to provide a solid, general foundation in this marketing fundamentals. Study begins with emphasis on basic business knowledge and skills, and then explores the discipline of Marketing, with emphasis on the job skills and experience that business demands. Students may choose specialized marketing elective courses in advertising, retailing, international marketing, selling and sales management, buyer behaviour, E-marketing, and marketing research.

The Marketing Management programs provide full-time and part-time intensive study with 1000 and 2000 level MRKT foundation courses being offered during the day and late afternoons. More advanced Degree classes are scheduled in the later afternoons and in the evenings, to allow students to further their education while maintaining current employment. Students may apply to start any of the marketing programs in any semester but should note that there are fewer courses offered in the summer.

Graduates of the Diploma and Degree programs acquire the following:

- Critical thinking and problem-solving skills by assessing and interpreting source materials, evaluating arguments, examining and applying both case-based and real-world business based projects, as consulting teams in the development of business and marketing plan solutions.
- Skills to manage communication initiatives to create and implement marketing plans that achieve organizational goals.
- Professional and persuasive communications skills through a variety of media (traditional, emerging, and technology driven).
- Skills required to develop creative media objectives, strategies and tactics to reach key target markets across all media and communication options and platforms.
- An understanding of the entire organization, and the important role of corporate citizenship.
- Collaboration skills with all functional areas of an organization (accounting, human resources, operations, production, marketing, sales etc.).
- Skills necessary to work effectively in teams, assuming roles of leader and follower, as appropriate.

Graduates of the Degree program also develop the following:

- Skills necessary to conduct business activities using contemporary social media applications.
- Ability to analyze quantitative and qualitative information using contemporary web tools to facilitate informed marketing decision-making strategies.
- Advanced quantitative business skills.

Some unique features of the Marketing programs are:

- The BBA degree has a capstone project option for a real client organization, which allows students to translate their learning into one cohesive project integrating knowledge acquired throughout the degree.
- Learning partnerships with business, applied projects and assignments, and ongoing work experience.
- Entry points that allow for the transfer of credits from recognized post-secondary programs.
- Exit/re-entry flexibility, where a student can complete the program at their own pace. This allows for changing outside-of-school time requirements and does not lock a student into a rigid program structure and timeframe.
- Professional development for individuals seeking higher level training.
- A Co-Op option.

Many of the courses included in this program are articulated with other universities and colleges for ease of course transferability to and from KPU. Please refer to the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca) (<https://www.bctransferguide.ca/>) regarding the transferability of courses to and from specific institutions in British Columbia.

**Please visit [kpu.ca/business/programs-and-courses](http://www.kpu.ca/business/programs-and-courses) (<http://www.kpu.ca/business/programs-and-courses/>) for more information on School of Business programs.**

## Who Studies Marketing?

- High school graduates who wish to pursue a Marketing career
- Business students from disciplines such as Accounting, Business Management, Economics, Computer Sciences and Information Systems, who wish to continue their studies by expanding the depth and breadth of their knowledge, skills, and practical marketing experience
- Current Kwantlen Polytechnic University students who have completed courses in a different discipline (i.e. Arts, Science, Horticulture, Graphic Design) who wish to better understand marketing for their field
- Mid-level management working full-time, with some post secondary education, seeking to upgrade their skills in the marketing field through part-time studies
- International students seeking a BBA in Marketing from an accredited university

## Career Opportunities

A marketing education is one of the best ways to prepare for a career in business or management. Virtually all businesses and organizations, profit and non-profit alike, apply marketing to advance their organizational goals. Graduates have a solid grounding in business basics and learn how to make a profit by ethically meeting people's needs with useful products and services.

A **BBA in Marketing Management** prepares students for a career in business or management. Marketing managers have leadership positions in the marketing area of an organization. Marketing programs designed to serve the organization's target markets are directed and implemented by marketing managers. Marketing management professionals work closely with the promotions, advertising, and sales staff of an organization to effectively serve customers. They use tools such as advertising, social media, and promotional events to increase awareness of products, ideas and services. Marketing leaders help their organizations adapt to changing markets through innovation and the development of new products. As well, they make pricing decisions to keep the organization competitive, yet profitable. Many graduates continue in post graduate studies, such as a MBA.

With a **Marketing Management Diploma**, graduates are eligible for almost any entry-level business or management position. Such positions can lead to exciting careers in advertising, retailing, customer relations, sales and sales management, marketing research or business management.

KPU's most recent Graduate Survey indicates that the majority of marketing management graduates are employed or continuing with further education. Among these graduates, many have started their own successful businesses.

Marketing graduates find careers in the following areas:

- Sales, Marketing and Advertising Managers
- Retail Trade Managers
- Business Development Officers
- Marketing Researchers
- Consultants
- Professional Occupations in Business Services to Management
- Professional Occupations in Public Relations and Communications
- Retail Trade Supervisors

Examples of Job Titles include:

- Business Development Officer
- Market Research Executive
- Marketing Analyst
- Advertising Account Executive
- Business Management Consultant
- Management Analyst
- Promotion Specialist
- Marketing Manager
- Assistant Marketing Manager
- Marketing Executive
- Manager Marketing Planning
- Retail Division Manager
- Manager Digital Marketing
- Manager Social Media

## Programs

- Bachelor of Business Administration in Marketing Management (<https://calendar.kpu.ca/programs-az/business/marketing/marketing-management-bba/>)
- Diploma in Marketing Management (<https://calendar.kpu.ca/programs-az/business/marketing/marketing-management-diploma/>)

## Courses

Registration in some course sections is restricted to students in particular programs. See Timetables - [kpu.ca/registration/timetables](http://www.kpu.ca/registration/timetables/) (<http://www.kpu.ca/registration/timetables/>) - for current section information.

Visit the BC Transfer Guide - [bctransferguide.ca](https://www.bctransferguide.ca/) (<https://www.bctransferguide.ca/>) - for information about course transfer in B.C.

### 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.

Level: UG

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

### MRKT 1299 3 credits Consumer Behaviour

Students will explore the importance of buyer behavior and purchase decision making using key theories from various social sciences (including Anthropology, Sociology and Psychology). They will apply these theories to analyze contemporary marketing situations.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

### MRKT 2111 3 credits Introduction to Digital Marketing

Students will learn the key strategic, analytical, and technological elements of digital marketing explained through theory and practical analysis and application. Students will become familiar with a variety of digital marketing tools that support online marketing optimization, testing, promotion, and evaluation (analytics) in order to achieve overall marketing objectives.

Level: UG

Prerequisite(s): MRKT1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

### 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.

Level: UG

Prerequisite(s): MRKT 1199 and (ACCT 1110 or ACCT 1210 or ACCT 2293)

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 2333 3 credits****Fundamentals of Strategic Marketing Management**

In this course, students will focus on the critique, evaluation, and revision of marketing plans to provide a thorough overview of the marketing planning process. Students will review marketing case studies and examine marketing research methods, strategic development, and tactical considerations outlined in marketing plans. In addition, students will practice professional skills development as they relate to launching successful careers in the modern marketing environment.

Level: UG

Prerequisite(s): All of: (a) MRKT 1199, (b) 6 credits from courses in MRKT at the 2000 level or higher, and (c) BUQU 1230, CRIM 2103, MATH 1115, MATH 2341, PSYC 2300 or SOCI 2365

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 2444 3 credits****Interpersonal and Professional Development in Marketing**

Students will examine how marketing planning is executed for a real-life organization. As a part of the marketing planning process, students will examine global perspectives, professionalism/ethics, and digital presence through critical thinking and reflection. Students will explore from a marketing perspective diversity and inclusion, recognition of visible/invisible disabilities, cross cultural communication and interpersonal skills focusing on effective listening, ethical decision making and team building.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 2500 3 credits****Environmental Sustainability in Marketing**

In this course, using the UN Sustainable Development Goals (UNSDGs) as a baseline, students will look at how Canadian marketers consider the triple bottom-line (people, profit, and planet) and consider the rapidly changing customer demands, corporate demands and social demands in Canada, ensuring that future marketers are developing the tools to apply best marketing practices aligned with UNSDGs to create a competitive advantage for their organization. Objective of the course would be to research, consider and apply how Canadian marketers can take a holistic view of sustainability, better understand consumer behaviour towards sustainability, and how organizations can create a competitive advantage by aligning with best marketing practices.

Level: UG

Prerequisite(s): MRKT 1199

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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, develop marketing plans, assess results, and adapt to resulting outcomes. 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.

Level: UG

Prerequisite(s): 45 credits from courses at the 1100 level or higher, including (a) MRKT 1299, (b) 6 credits from courses in MRKT at the 2000 level or higher, (c) ACCT 1210 or ACCT 2293, and (d) BUQU 1130 or BUQU 1230 or MATH 1115 or MATH 1120 or MATH 1130 or MATH 1140 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 3211 3 credits**

**Integrated Marketing Communications Management**

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

Level: UG

Prerequisite(s): 45 credits from courses at the 1100 level or higher, including (a) MRKT 1299 and (b) 6 credits from courses in MRKT at the 2000 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 3240 3 credits**

**Marketing Analytics and 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 would lead to competitive advantage for an organization. Students will use contemporary data tools and emerging information technologies related to marketing information management.

Level: UG

Prerequisite(s): 45 credits from courses at the 1100 level or higher, including (a) MRKT 1299 and (b) 6 credits from courses in MRKT at the 2000 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 3311 3 credits**

**Marketing in a Digital World**

Students will become familiar with and use a variety of digital marketing channels and tools designed to help drive traffic to a website, improve conversion rates, generate online engagement and achieve overall marketing objectives.

Level: UG

Prerequisite(s): 45 credits from courses at the 1100 level or higher, including (a) MRKT 1299, (b) MRKT 2111, and (c) 3 credits from courses in MRKT at the 2000 level or higher

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): 54 credits from courses at the 1100 level or higher, including (a) MRKT 3000, (b) MRKT 3240, and (c) 3 credits from Business Foundation Courses at 3000 level or higher (ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, ENTR 4200).

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**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.

Level: UG

Prerequisite(s): 60 credits from courses at the 1100 level or higher, including ENGL 1100 and MRKT 1199.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 4201 3 credits**

**Integrated Marketing Communication Practicum**

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.

Level: UG

Prerequisite(s): 69 credits from courses at the 1100 level or higher, including (a) MRKT 3000, (b) MRKT 3211, (c) MRKT 3240, (d) MRKT 3311, and (e) 12 credits from Business Foundation Courses at 3000 level or higher (ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, ENTR 4200)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**MRKT 4331 3 credits****Individual Marketing Plan**

Students will work individually to apply marketing theory to undertake and develop, to a prelaunch phase, a comprehensive industry-based marketing plan. Students will practice the integration of marketing and business concepts learned throughout their degree program by managing, designing, preparing and presenting a comprehensive project that meets the requirements of a new online product-based business.

Level: UG

Prerequisite(s): 69 credits from courses at the 1100 level or higher, including (a) MRKT 3000, (b) MRKT 3211, (c) MRKT 3240, (d) MRKT 3311, and (e) 12 credits from Business Foundation Courses at 3000 level or higher (ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, ENTR 4200)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

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**MRKT 4332 3 credits****Capstone Marketing Management Simulation**

Online simulation that challenges students to make realistic marketing and business decisions in a competitive, fast-paced market. Students develop and execute a complete marketing strategy, including brand design, pricing, ad copy design, media placement, distribution, and sales force management. Throughout the exercise, students receive information on customer needs as well as feedback on customer satisfaction with brands, prices, and advertising. Students discover how their actions reflect in both brand profitability and firm profitability. Simulation participants learn to study competitive tactics and adjust their marketing strategy to stay ahead of the competition. Students will also complete industry recognized certifications.

Level: UG

Prerequisite(s): 69 credits from courses at the 1100 level or higher, including (a) MRKT 3000, (b) MRKT 3211, (c) MRKT 3240, (d) MRKT 3311, and (e) 12 credits from Business Foundation Courses at 3000 level or higher (ACCT 3380, ENTR 3100, ENTR 3110, ENTR 3120, ENTR 4200)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/>

#courseattributestext)