

# MARKETING

Marketing emphasizes competitive advantages of for-profit and not-for-profit organizations and examines the inter-relationships that exist among their customers or members, the competition, and internal resources. A key part of marketing consists of gaining insights into customer needs and then developing effective marketing strategies to serve those needs.

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 exciting field. Study begins with emphasis on basic business knowledge and skills, and then intensively explores the discipline of Marketing, with emphasis on the job skills and experience that business demands. In addition, they may choose specialized marketing courses in advertising, retailing, international marketing, selling and sales management, buyer behaviour, E-marketing, and marketing research as electives.

The Marketing Management programs provide full-time and part-time intensive study with 1000 and 2000 level MRKT courses being offered during the day and late afternoons with Degree classes 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 the summer semester but should note that course offerings may be limited.

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 for a real client organization, which allows students to translate their learning into one cohesive project that encompasses the integration of 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.

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, several 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 buyer behaviour and motivation using key theories from various social sciences (including Anthropology, Sociology and Psychology) and apply these theories in 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 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.

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/#courseattributetext>)

**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.

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/#courseattributetext>)

**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/#courseattributetext>)

**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/#courseattributetext>)

**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/#courseattributetext>)

**MRKT 2444 3 credits****Marketing Management 2**

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.

Level: UG

Prerequisite(s): MRKT 2333 and MRKT 2340

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

**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/#courseattributetext>)

**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) ACCT 1210 or ACCT 2293, (b) 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, (c) CMNS 1140, (d) MRKT 1299, and (e) MRKT 2111

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

**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.

Level: UG

Prerequisite(s): MRKT 3000

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

**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.

Level: UG

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

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

**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.

Level: UG

Prerequisite(s): MRKT 3000

Attribute: 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): All of ENTR 3100, ENTR 3110 and MRKT 3000

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**

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): MRKT4331 or GDMA 3230

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

**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.

Level: UG

Prerequisite(s): 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-requisite(s): MRKT 4177

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

**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.

Level: UG

Prerequisite(s): (a) ACCT 3380, BUSI 2390, CMNS 3000, ENTR 3100, ENTR 3110, ENTR 3120, MRKT 3211, MRKT 3240, MRKT 3311] or (b) BUSI 2390, ENTR 3000, ENTR 3110, ENTR 3120, ENTR 3130, MRKT 3211, MRKT 3240 MRKT 3311

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

**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. NOTE: It is highly recommended that students complete MRKT 2235 before taking this course.

Level: UG

Prerequisite(s): MRKT 4331

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