

**Commerce 3MC3
Applied Marketing Management
Fall 2020**

COURSE OBJECTIVE

This course builds upon material covered in Commerce 2MA3 - Introduction to Marketing, but it is more applied in nature as marketing is something you learn by doing. It relies on practical, real world case studies to develop your marketing decision-making skills, and your ability to analyse the business environment in which organizations operate. A major field project, which has a student team working with a company, is a critical part of this course.

INSTRUCTOR AND CONTACT INFORMATION

Name: Allender / Malik / Pujari / Ryder / Ray / Wu	E-Mail ID: allendw; malikm; ryderm; pujarid; sray; wuruhai; ALL@mcmaster.ca
Class Times: Varied – Check Section Schedule	
Virtual Office Hours: To Be Determined	

COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Live Case Discussions	Synchronous	Live discussion of case studies assigned by the professor	Zoom / Other
Live Lectures	Synchronous	Live lectures on topics to support either case development or the course project	Zoom / Other
Readings	Asynchronous	Students will read and prepare cases for in-class discussions	Custom Courseware
Group Work	Asynchronous	Work in groups to complete two oral presentations, one written case analysis, and a final marketing plan report.	At each group's discretion

EVALUATIONS	TYPICAL WEIGHT	DESCRIPTION
Participation and Class Contribution	20%	Determined based on a combination of attendance, actual verbal contribution, and written case summaries of assigned cases for discussion
Group Case Analysis	20%	Formal written analysis of an assigned case discussion – maximum ten pages of text
Marketing Plan	30%	Formal written document written to solve a problem for a client company and shared with both the company and the professor
Interim Group Oral Presentation	10-15%	Group PowerPoint presentation delivered by all group members using Zoom / other.
Final Group Oral Presentation	15-20%	Group PowerPoint presentation delivered by all group members using Zoom / other.