

**IBH 3AB3
Applied Marketing Management
Fall 2020**

COURSE OBJECTIVE

This course builds upon material covered in IBH 2AA3 - Introduction to Marketing. 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 organisations operate. A major field project, which has student teams working with businesses to audit current practices, study the environment and develop a marketing plan, is a critical part of this course.

INSTRUCTOR AND CONTACT INFORMATION

Name: Mandeep Malik

E-Mail: malikm@mcmaster.ca

Virtual Office Hours: To Be Determined / by appointment

COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Live Case Discussions	Synchronous	Live discussion of case studies assigned by the professor – in two-hour class	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	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 – 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-minute group PowerPoint presentation delivered by all group members using Zoom or other.
Final Group Oral Presentation	20%	25-minute group PowerPoint presentation delivered by all group members using Zoom or other.