

**Faculty**

*Professor and Interim Chair of the Department*  
B. KEMAL BÜYÜKKURT, PhD *Indiana University*

*Distinguished Professor Emeritus*  
V.H. (MANEK) KIRPILANI, PhD *Université de Montréal*

*Professor Emeritus*  
B. ZEKI GIDENGIL, PhD *University of Bradford*

*Professors*  
BRYAN BARBIERI, MBA *Columbia University*  
ULRIKE de BRENTANI, PhD *McGill University*  
BIANCA GROHMANN, PhD *Washington State University*  
MICHEL LAROCHE, PhD *Columbia University; Provost's Distinction*  
MICHELE PAULIN, PhD *Université du Québec à Montréal*  
LEA PREVEL KATSANIS, PhD *George Washington University*  
CHRISTOPHER A. ROSS, PhD *University of Western Ontario*  
GAD SAAD, PhD *Cornell University*  
MRUGANK V. THAKOR, PhD *Indiana State University*

*Associate Professors*  
ZEYNEP ARSEL, PhD *University of Wisconsin-Madison*  
ONUR H. BODUR, PhD *Virginia State University*  
JORDAN LE BEL, PhD *McGill University; Provost's Distinction*  
JOOSEOP LIM, PhD *University of California, Irvine*  
DARLENE WALSH, PhD *University of Toronto*

*Assistant Professors*  
PIERRE-YANN DOLBEC, PhD *York University*  
AIDA FABER, PhD *McGill University*  
OHJIN KWON, PhD *University of Southern California*  
TIESHAN LI, PhD *University of British Columbia*  
S.M. REZA NASSERZADEH, PhD *University of Tehran*  
CAROLINE ROUX, PhD *Northwestern University*  
KAMILA SOBOL, PhD *York University*

*Senior Lecturer*  
HAROLD SIMPKINS, MBA *Concordia University*

*Lecturers*  
ROLAND AWAD, MBA *Concordia University*  
BONNIE FEIGENBAUM, MSc *Concordia University*  
WENDY KELLER, MA *Concordia University*  
ANASTASIA MAVIDIS, MSc *Concordia University*  
RALPH NOBEL, MBA *McGill University*  
BRENT PEARCE, MBA *McGill University*  
AELA SALMAN, MSc *Concordia University*  
ANDREA SATIN, MBA *McGill University*  
FREDERICK TOBIN, MBA *McGill University*

*For the complete list of faculty members, please consult the Department website.*

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**Location**

*Sir George Williams Campus*  
MB Building, Room: 013-207  
514-848-2424, ext. 2952

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## Department Objectives

The Marketing Department seeks to cultivate in each student the skills and perspectives essential for effective and responsible marketing. Emphasis is on creating marketing strategies and plans based on a thorough understanding of consumer and industrial buying behaviour.

The Department is committed to fostering a dynamic entrepreneurial orientation together with an appreciation of the essence, importance, and potential power of marketing.

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## Programs

**24 Major in Marketing**  
12 MARK 301, 302, 305, 495  
12 additional MARK credits

**12 Minor in Marketing**  
6 MARK 302, 305  
6 additional MARK credits

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## Marketing Co-operative Program

*Director*

HAROLD J. SIMPKINS, *Senior Lecturer*  
514-848-2424, ext. 2955

The Marketing co-operative program is offered to students who are enrolled in the BComm program and are majoring in Marketing.

The academic content of the co-op program is identical to that of the regular program, but three work terms are interspersed with six study terms.

Students are supervised individually and must meet the requirements specified by both the John Molson School of Business and the Institute for Co-operative Education in order to continue their studies in the co-op format.

Liaison between the student, the employers, and the Institute for Co-operative Education is provided by the Marketing co-op academic director and the co-op committee.

Please refer to §24 of this Calendar for a full description of the co-operative format of the program.

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## Courses

*The Department strongly recommends that students take MARK 302 and 305 before enrolling in Marketing courses at the 400 level.*

**MARK 201 Introduction to Marketing** (3 credits)

This course introduces non-Commerce students to the managerial concepts and practices of marketing. The process of developing a marketing strategy is examined along with the factors and interrelationships related thereto. Readings and cases are used to help students apply these concepts in a variety of business settings.

*NOTE: This course is available to non-Commerce program students only. Any such student intending to register in the Marketing Elective Group for Non-Commerce Students or intending to take specific upper-level Marketing courses must take this course as a prerequisite.*

**MARK 301 Marketing Management II** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course focuses on the management of marketing in organizations. Target market selection and each component of the organization's offer bundle are scrutinized. The course is application-oriented. Additionally, cases are used in order to reinforce learning and to help each student cultivate excellent problem-solving and decision-making skills. Other areas in which marketing can be applied are introduced.

**MARK 302 Marketing Research** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. The role of research in the marketing process, the role of models, and the development of measurement techniques are discussed. Emphasis is placed on the nature and scope of marketing research methods for obtaining internal and external data, and on the steps and principles involved in gathering and analyzing data. The student is also briefly introduced to applications of marketing research and to the technique involved in conducting a marketing study. *NOTE A/See §200.2*

*NOTE: Students who have received credit for MARK 402 may not take this course for credit.*

**MARK 305 Consumer Behaviour** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course analyzes the motivations, roles, and behaviour of the consumers, how they are affected by economic, social, and cultural influences, and how the marketer may model this behaviour for

decision-making purposes. *NOTE A/See §200.2*

*NOTE: Although not required, it is strongly recommended that MARK 302 be taken prior to or concurrently with this course.*

*NOTE: Students who have received credit for MARK 405 may not take this course for credit.*

**MARK 451 *Marketing of Services*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course explores the challenges of providing outstanding customer service and becoming a recognized *service leader* in any given industry. Through lectures, discussions, situation analyses, field studies, and reports, students come to: 1) understand the strategic importance of services, 2) develop a service management mindset, 3) master the key elements of services marketing, 4) learn to manage the service delivery processes, 5) appreciate the significance of a *customer-focus* in service delivery, 6) recognize the challenges of sustainable *moments of truth*, and 7) adopt *customer-centric* managerial approaches to achieve better business performance through service excellence.

*NOTE: Students who have received credit for this topic under a MARK 491 number may not take this course for credit.*

**MARK 452 *e-Marketing*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course offers an introduction to e-marketing strategies and tools that are required for effective marketing via electronic media. In particular, this course focuses on conceptualization regarding new media and practical tools, both of which will contribute to students' ability to analyze new marketing opportunities arising from new electronic media and to develop an appropriate course of action to leverage their strengths. Topics include online advertising, e-commerce, mobile marketing, social media, search engine optimization, web analytics, and eCRM.

*NOTE: Students who have received credit for this topic under a MARK 491 number may not take this course for credit.*

**MARK 453 *Marketing Communications*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course introduces students to the field of marketing communications. The initial part of the course examines the role that communications play in marketing strategy. Then, the specific elements involved in developing and executing an effective promotional campaign such as message strategy, creative execution, media planning and budgeting are examined. Next, the course covers ways to support the promotional campaign through various communication tools, such as sales promotion, Internet marketing, personal selling, publicity and direct marketing. The course ends with a discussion of some of the key legal, ethical and social aspects of marketing communications. *NOTE A/See §200.2*

**MARK 454 *Personal Selling*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course has a dual focus: the cultivation of personal selling skills, and the theoretical and applied aspects of managing the personal selling function. Cases, readings, simulations, and presentations are deployed to achieve the course goals.

*NOTE A/See §200.2*

**MARK 457 *Marketing Channels*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course focuses on the different ways in which organizations make their goods and services available for consumption: the inter-organizational system that makes up channels of distribution. Topics covered include why marketing channels exist, the specific nature of channel decisions, design of channel systems, management of relationships among channel members, wholesaling, franchising and direct distribution. The role that the revolution in electronic commerce plays in channels is also examined.

**MARK 458 *The Marketing of Food*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course introduces students to the structure of the food industry which encompasses various entities including farmers and producers, commodity brokers, importers, distributors, packaged goods manufacturers, transformers, retailers, and restaurants, the operating realities of its key players, and the issues and challenges facing them. Pressing societal issues such as obesity and the need for responsible stewardship over food resources are addressed. The course exposes students to potential solutions as well as new theories and concepts that broaden their marketing knowledge and provide them with the tools to develop solutions to current food marketing challenges. A combination of formal lectures, live case studies, group work, student presentations, in-class exercises, and guest speakers are used.

*NOTE: Students who have received credit for this topic under a MARK 491 number may not take this course for credit.*

**MARK 460 *Integrated Marketing Communications Practicum*** (3 credits)

Prerequisite: MARK 452, 453. This practicum course builds on and supplements the concepts that were covered in MARK 453. It focuses on the application and integration of all the tools of marketing communications such as advertising, sales promotion, public relations and publicity, personal selling, direct marketing, and Internet marketing. The course also takes into account all contact points and stakeholder groups, including consumers, employees and suppliers, governments, distribution channel members, local communities, opinion leaders and the media. An integral component of the course is the development of a complete integrated marketing communications plan for presentation to a "real life" client using concepts that are discussed in class.

**MARK 462 *(also listed as IBUS 462)***  
***Environment of World Business*** (3 credits)

Prerequisite: COMM 210, 215, 223 or 224. This is a foundation course in international business; the objective is to present information which exposes the student to cultural, social, political, economic, legal, and financial environments in which Canadian business executives manage their operations abroad. All students are encouraged to develop their own philosophy towards international business activities by developing research and analytical skills in analyzing current and long-term problems

perceived in different economic systems and environments. Specific topics include empirical dimensions of world economy, economic development, international trade and investment patterns, regional economic co-operation, area studies, Canadian nationalism, and foreign investment in Canada.

*NOTE: Students who have received credit for IBUS 462 may not take this course for credit.*

**MARK 463 *Retailing*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course seeks to apply the theories of marketing and administration to the retail situation. Topics covered include site selection for single and multi-unit retail outlets, organizing and staffing the retail operation, the wholesaler-retailer relationship, consumer behaviour in the retail situation. The impact of such new developments as consumer co-operatives, franchising, discounting, and computer technology on the future of retailing is also considered.

*NOTE A/See §200.2*

**MARK 465 (also listed as IBUS 465)**  
***International Marketing Management*** (3 credits)

Prerequisite: MARK 462 or IBUS 462. This course studies the management approach to international marketing, with emphasis on key variables that are controllable by the international marketing manager. Attention is focused on market measurement, product policy, channels, pricing, and promotion, with special emphasis on the development and control of multinational marketing strategies and programs. Students will execute a project directed to a selected part of the world.

*NOTE: Students who have received credit for IBUS 465 may not take this course for credit.*

**MARK 485 *Business-to-Business Marketing*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. The course focuses on the managerial aspects of industrial marketing. The concept of organization buying behaviour and its impact on marketing strategy formulation are discussed. Management of the industrial marketing mix considering product service development, intelligence, promotion, channels, and performance measurement is covered, both in existing product lines and new product-launch activities.

**MARK 486 *Product Strategy and Innovation*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. The focus of this course is the development of a dynamic and successful product strategy for the organization. Topics covered include product life cycle concepts, the adoption and diffusion of innovations, strategic product planning, developing the service offering, and the process of innovating and launching new products and services.

**MARK 491 *Special Topics Seminar*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course focuses on issues of current and potential concern to marketers. The content may vary from year to year. *NOTE A/See §200.2*

*NOTE: Specific topics for this course and additional prerequisites relevant in each case are stated in the Undergraduate Class Schedule.*

**MARK 492 (also listed as IBUS 492)**  
***Cross-Cultural Communications and Management*** (3 credits)

Prerequisite: MARK 462 or IBUS 462. This course deals with the multicultural dimensions of international business operations. The objective is to develop Canadian managerial skills for effective performance in an international setting. Topics covered include international negotiations, management of multicultural personnel, cross-cultural consumer behaviour profile, cross-cultural communication, and other cultural aspects of marketing strategy.

*NOTE: Students who have received credit for IBUS 492 may not take this course for credit.*

**MARK 493 *Current Issues in Marketing*** (3 credits)

Prerequisite: COMM 223 or 224 or MARK 201. This course focuses on issues of current and potential concern to marketers. The content may vary from year to year.

*NOTE: Specific topics for this course and additional prerequisites relevant in each case are stated in the Undergraduate Class Schedule.*

**MARK 495 *Strategic Marketing Planning*** (3 credits)

Prerequisite: 60 credits including MARK 301, 302, 305 and six other Marketing credits at the 400 level. This is a holistic, integrative, capstone course directed primarily at cultivating the skills and techniques required for effective marketing planning. Various pedagogical tools including cases, readings, and a major project are deployed to achieve the course goals. Students will develop an actual marketing plan for a product, service, or idea using the concepts and techniques studied throughout their major program.