

Course Outline

Course Title:	Marketing	Approval Date:	2018/9/12
Course Number:	MKTG14	Academic Year:	2018
Course Hours:	45 hours		
Academic School:	School of Business		

Faculty:	Derek Brunton - Derek.Brunton@flemingcollege.ca
Program Co-ordinator or Equivalent:	Russell Turner - russell.turner@flemingcollege.ca
Dean (or Chair):	Jennifer Olauson - jennifer.olauson@flemingcollege.ca

Course Description

This is an introductory course in Marketing designed to provide an awareness and understanding of the role and function of marketing within an individual firm and throughout the total economy. The student is introduced to the principles and techniques of marketing and its various functional areas. The various marketing strategies utilized in product or service planning and development, pricing, distribution and promotion in response to the needs and wants identified in various markets are explored.

Prerequisites: None.

Corequisites: None.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Demonstrate the appropriate use of marketing terminology.
2. Determine the role that external environmental has on marketing strategies.
3. Demonstrate an understanding of consumer behaviour.
4. Conduct primary and secondary marketing research and implement findings.
5. Apply market segmentation to define the target market.
6. Apply the marketing mix to develop effective marketing strategies.
7. Describe the role marketing plays in the global context.

8. Create a strategic marketing plan for management's approval in both a written and verbal format.

Learning Resources

1. Think Marketing, Tuckwell, Pearson Education Publishers (custom publication including 4 case studies)
2. Various Online resources to be accessed via the WWW from time to time
3. All course materials will be posted on the D2L page for the course. Please make sure you sign into D2L regularly.

Please Note: There are sample student Marketing Plans available for review on reserve in the library. Take the time to see what past students have done.

Assessment Summary

Assessment Task	Percentage
In-class activities	10%
Assignments	30%
Presentations	15%
Tests	45%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)
- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The Ministry of Training, Colleges and Universities oversees the development and the review of standards for programs of instruction. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Training, Colleges and Universities](#) (MTCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MTCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)

Detail Plan

Term:	2018 Fall
Faculty:	Derek Brunton - Derek.Brunton@flemingcollege.ca
Program Co-ordinator or Equivalent:	Russell Turner - russell.turner@flemingcollege.ca
Dean (or Chair):	Jennifer Olauson - jennifer.olauson@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Wk 1	What is Marketing ? Prep: Read Ch. #1 - Contemporary Marketing		Marketing Plan Term Project assigned
Wk 2	Marketing Planning Prep: Read Ch. #2 - Strategic Marketing Planning	6,7	Marketing Plan Assignment Questions in seminar (1%)

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Wk 3	Marketing Environment Prep: Read Ch. #3 - The External Marketing Environment	2	Mentor Meeting #1 in seminar (3%) Marketing Plan Proposal Due before lecture (3%) Use template provided and submit to dropbox before lecture
Wk. 4	Marketing Intelligence Prep: Read Ch. #4 - Marketing Intelligence	2, 4	Marketing Research Assignment distributed (5%)
Wk. 5	Consumer Buying Behaviour Prep: Read Ch. #5 - Consumer Buying Behaviour	1-7	Marketing Research Assignment (5%) Use template provided and submit to dropbox before lecture. Marketing Plan participation working session in seminar (2%)
Wk 6	Market Segmentation & Target Marketing Prep: Read Ch. #6 - Market Segmentation & Target Marketing	6,7	Seminar: Mentor Meeting #2 (3%)
Wk. 7	Test #1 - Date & Time To be determined Prep: Ch. 1-6	1-7	Test #1 - Date & Time To be determined Written in testing centre.
Wk 8	READING WEEK	N/A	READING WEEK
Wk 9	Product Strategy/Product Management Prep: Read Ch. #7 & #8 - Product Strategy/Product Management	1-8	Marketing Plan participation working session in seminar (2%)
Wk 10	Service Marketing Prep: Read Ch. #9 - Services & Not for Profit Marketing	1-8	Mentor Meeting #3 (3%)
Wk. 11	Pricing Strategy & Price Management Prep: Read Ch. #10 & 11 - Price Strategy & Determination & Price Management	5,6,7	Marketing Plan participation working session in seminar (2%)
Wk 12	Integrated Marketing Communications (IMC) Prep: Read Ch. #12- IMC - Media Advertising & Emerging Media Platforms Read Ch. #13 - IMC - Sales Promotion, Public Relations, Experiential Marketing & Personal Selling	7	Seminar: Mentor Meeting #4 (3%)

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Wk 13	Distribution and Supply Chain Prep: Read Ch. #14 - Distribution & Supply Chain Management &	1-8	Seminar: Marketing Plan - Final Report due (15%) & Marketing Plan Presentations (15%)
Wk 14	Global Marketing Prep: Ch.#15 - Global Marketing	1-8	Marketing Plan Presentations (15%)
Wk 15	Test #2: Date & Time to be determined	1-8	Test #2: Date & Time to be determined

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Assignment Question - Come prepared with Marketing Plan Assignment Questions for seminar	Week 2/3 Seminar - Assignment Question	1,2	1%
Marketing Plan Proposal - Use template provided and submit to dropbox before lecture	Week 3 Lecture - Marketing Plan Proposal, due before the start of lecture.	1-7	3%
Mentor Meetings - Personal Progress Report required at every meeting.	Mentor Meetings - various Weeks 3/4, 6/7, 10/11, and 12/13		12%
Marketing Research Assignment - Use template Provided. Upload to dropbox	Week 5 Lecture - Marketing Research Assignment before the start of lecture	4	5%
Marketing Plan - Background section - Use template provided in textbook and sample plans to complete the background section of your marketing plan.	Week 6 Lecture - Draft of Marketing Plan Background Due before the start of lecture	1-7	5%
Marketing Plan Working Sessions - During seminar time	Various - Participation in various marketing plan working sessions. Value 2% each.	1-7	4%

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Test #1 Covering Chapters 1-6 Includes all material discussed in lecture, seminar & text material in assigned chapters. Test will be conducted in the testing centre - date to be determined.	Test #1	1-8	20%
Final marketing plan due - all sections (see assignment requirements document for further details).	Week 13/14 Final Marketing Plan due	1-8	15%
Presentations - Teams will present their final marketing plan to the class (please see the assignment requirements document for further details). Time slots to be determined by the instructor.	Week 13-15 - Marketing Plan presentations	1-8	15%
Test #2 Covering Chapters 7-14 Includes all material discussed in lecture, seminar & text material in assigned chapters. Test will be conducted in the testing centre - date to be determined.	Week 15 - Test #2	1-8	20%

1. Faculty reserves the right to include in-class contribution as a form of assessment. Please be advised that failure or refusal by a student to participate and contribute fully to class activities and discussions will be reflected in such contribution grades. Such grades shall be based solely on faculty judgement and shall be based on both quality and quantity of student contribution to the overall learning of the class. Disruptive student behaviour may be subject to negative contribution marks.

Exemption Contact

Russell Turner, Program Coordinator.

Email - russell.turner@flemingcollege.ca

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a

college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

Students have a responsibility to support academic integrity. Breaches of academic integrity will normally result in a grade of ZERO for the assessment component involved. All breaches of academic integrity WILL BE reported to the Registrar.

In addition, the following guidelines have been developed to support the learning process.

1. All assignments, presentations and tests must be completed to receive credit for this course. Students must contribute substantively to group presentations. All assignments must be submitted or student will be deemed incomplete for the course.
2. Late assignments will have marks deducted at the rate of 10% per day including weekend days up to a maximum of seven days (70%) at which time they will receive a grade of ZERO. In spite of a grade of zero the student will still be required to submit the assignment to prove the completion of the required work.
3. All reports and assignments must be word-processed, stapled, and clearly labelled with your name(s), the course name and number, the professors' name, the due date and the assignment title. All assignments are due at the beginning of the class on the specified due date, otherwise late marks will be deducted.
4. A significant portion of the grade is derived from group work. Students are expected to make every effort to contribute to the group work. If any student is not contributing to the success of the group, it is the responsibility of the group to address it as soon as possible. Should the group desire the Instructor's assistance in this regard, they are welcome to approach the Instructor. The Instructor will then make arrangements for a group meeting. Student contribution issues must be resolved.
5. Tests will be written during scheduled test times on the date specified by the Instructor. You are responsible for being present at ALL tests. Missed Tests will Receive a mark of ZERO.
6. Make-up arrangements for tests and assignments are normally not permitted. However in the event of a documented illness, or an extenuating circumstance outside of the student's control, make-up provisions MAY BE PROVIDED. Allowance for make-up arrangements will only be provided if the student communicates to the faculty IN ADVANCE of the scheduled completion date and provides

documentation appropriate supporting their absence.

7. Students are responsible for keeping a copy of all submitted work and records of all marked work. Students should keep returned marked work in case of a dispute. Students are expected to regularly monitor their grades on D2L and advise the Instructor as soon as possible of any question or concern.

8. Students are reminded that the Instructor is available by appointment to assist and work with the student on assignments and presentations. The Instructor would be pleased to assist. However, it is up to the student to ask. No reasonable request will be refused.

9. Students are expected to attend class. The classes are structured, scheduled and designed to provide direction in the completion of the group marketing plan. Failure to attend class will not be compensated for.

10. Instruction, direction, changes and other news will be provided to students in a variety of media, including in-class announcements, D2L and e-mail. It is students' responsibility to maintain and check their Fleming e-mail and D2L accounts regularly. As well, they are expected to monitor and obtain learning materials and updates on D2L. The student shall be responsible for obtaining said materials and information even if he/she is absent from class.

11. Please note that all electronic communication devices including cell phones and music players (cell phones, iPhones, iPod, iPads, MP3 players, etc.) must be off (or silent) and stored while in the classroom. Cell phones that ring while in the classroom or texting while in class will result in the student being asked to leave the room for the remainder of the class. Should students need to be contacted in an emergency, the school office can be contacted at (705) 749-5530.

12. Use of personal computers during class is permitted providing no chat or other personal networking features are activated or used.

13. Students who use computers, cell phones, iPods, iPads, MP3 players, etc. while in class in a way that distracts or interferes with the class will be asked to leave and will not be allowed to return to class until the matter has been resolved with the Dean or Chair of the School of Business.

14. Students must achieve a passing average (>50%) on the combination of their 2 tests in order to receive a passing grade in the course.