

MARKETING 1

2023-24 Academic Year

Program Title	Ministry Title	Major	Year	Semester
BUS-Accounting - Business	Business - Accounting	ACCT	1	1
BUS-Accounting - Business Administration	Business Administration - Accounting	BACT	1	1
BUS-Accounting - Business Administration (Co-op)	Business Administration - Accounting	BACC	1	1
BUS-Accounting - Business OnTechU Transfer	Business - Accounting	ACTU	1	1
BUS-Business Fundamentals	--	BFND	1	1
BUS-Entrepreneurship and Small Business-Business	Business - Entrepreneurship and Small Business	BESB	1	1
BUS-Entrepreneurship and Small Business-Business (weekend)	Business - Entrepreneurship and Small Business	BEFL	1	1
BUS-Entrepreneurship and Small Business-Business - OnTechU Transfer	Business - Entrepreneurship and Small Business	BETU	1	1
BUS-Entrepreneurship and Small Business-compressed	--	--	1	1
BUS-Finance - Business	Business - Finance	FINC	1	1
BUS-Finance - Business - Transfer to OnTechU Bachelor of Commerce (Hons)	Business - Finance	FNTU	1	1
BUS-Finance - Business Administration (Co-op)	Business Administration - Finance	BFCC	1	1
BUS-Human Resources - Business	Business - Human Resources	HRM	1	1
BUS-Human Resources - Business - OnTechU Transfer	Business - Human Resources	HRTU	1	1
BUS-Human Resources - Business Administration	Business Administration - Human Resources	BHRM	1	1
BUS-Human Resources - Business Administration (Co-op)	Business Administration - Human Resources	BHRC	1	1
BUS-Marketing - Business	Business - Marketing	MRKG	1	1
BUS-Marketing - Business -OnTechU Transfer	Business - Marketing	MKTU	1	1
BUS-Marketing - Business Administration	Business Administration - Marketing	BMKG	1	1
BUS-Marketing - Business Administration (Co-op)	Business Administration - Marketing	BMKC	1	1
BUS-Supply Chain and Operations - Business	Business - Supply Chain and Operations	SCOP	1	1
BUS-Supply Chain and Operations - Business (OnTechU Transfer)	Business - Supply Chain and Operations	SCTU	1	1

Course Code: MKTG 1100	Course Equiv. Code(s): MKTG 1200, MKTG 1205, MKTG 1250, MKTG 1280, MKTG 1290, MKTG 1301, MKTG 1307, MKTG 1311, MKTG 4210
Course Hours: 42	Course GPA Weighting: 3
Prerequisite: N/A	
Corequisite: N/A	
Laptop Course: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Flexible <input type="checkbox"/> HyFlex <input type="checkbox"/>	
Remote proctoring required Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Authorized by (Dean or Director): Kevin Baker	Date: June 2023

Prepared by		
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Course Description:

This foundational business course is aimed at giving students a practical introduction to the marketing process and the activities of marketers. Students will be exposed to and have to apply their understanding of external and internal analyses, strategic marketing planning, marketing research, and consumer behaviour. Students will also explore corporate social responsibility and the ethical implications of marketing actions.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in <http://www.durhamcollege.ca/plar>. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes No

PLAR Assessment (if eligible):

Assignment

Exam

Portfolio

Other

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 Explore the definition and the evolution of marketing.
- CLO2 Discuss and apply the internal and external environment and its impact on consumers, organizations, and society.
- CLO3 Understand and perform strategic marketing planning to develop sustainable competitive advantage.
- CLO4 Explain the importance of data analytics and accurate research; demonstrating the role, designs, and steps used to conduct marketing research, and its application to marketing decisions.
- CLO5 Understand and perform consumer decision-making analysis to influence consumption behaviours.
- CLO6 Understand and implement segmentation, targeting, and positioning to attain market differentiation.
- CLO7 Apply professional and effective communications skills in relation to report writing, email communications, and presentations.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3. Execute mathematical operations accurately.
- EES 4. Apply a systematic approach to solve problems.
- EES 5. Use a variety of thinking skills to anticipate and solve problems.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.
- EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- EES 10. Manage the use of time and other resources to complete projects.
- EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Test: Term Test #1	CLO1, CLO2, CLO3	EES1, EES2, EES4, EES7, EES10	15
Test: Term Test #2	CLO4, CLO5, CLO6	EES1, EES2, EES4, EES7, EES10	15
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES5, EES6, EES10	15
In Process: In-class assignments to be assigned by section professor throughout the semester	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES8	15
Assignment: Term Project: Presentation	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2	10
Assignment: Term Project: Report	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES4, EES6, EES7, EES8, EES9, EES10, EES11	20
In Process: Professional Development	CLO7	EES8, EES9, EES10, EES11	10
Total			100%

Notes:

1. The evaluation criteria for all written assignments may include up to 20% for professionalism, which includes spelling, grammar, clarity and general presentation of the assignment, consistent with minimum business standards.
2. Assignments are to be submitted on the due date at the specified time. Evaluations worth 5% or less of a student's final mark will not be accepted late and will receive a grade of zero.

Evaluations worth more than 5% of a student's final mark will be subject to late penalties. To reflect the fact that lateness is unacceptable in the workplace, work submitted late will be subjected to deductions of 20% per calendar day (including Saturday and Sunday) and will not be accepted after three calendar days.

3. Teamwork and collaboration are important skills in business, and the bulk of a marketing professional's activities involve working in teams and communicating with colleagues. You will be involved in group-based assignments, for which no individual assignments will be accepted. Success in group projects is dependent on developing good group dynamics and having equitable contributions from all team members. Guidelines for managing good group dynamics will be distributed in class.

Not all team members may contribute equally in all team situations. As part of the group project submission, groups may be asked to complete a performance appraisal and marks allocation process which will determine the allocation of the grade among group members.

4. Previously submitted assignments will not be accepted.

In addition to adhering to Durham College's Academic Integrity and Plagiarism policy outlined in the Student Handbook, students must also produce and submit original work. Submissions cannot include more than 10% quoted material. Critical thinking and analysis must be provided to support information that is quoted and presented.

All research used should be cited 'in text' as well as in the works cited section of the assignment (if required)

and follow the appropriate format.

5. Tests must be written during the scheduled test time. Students are required to contact their professor within 24 hours of a missed test.

Voicemail messages and email messages are an acceptable form of contact. A failure to comply will result in a mark of zero for that test.

Students who have communicated their absence to faculty within 24 hours may where possible be permitted to write a make-up test at the discretion of the professor.

These accommodations may only be made for one missed test in a course. After one missed test, any further missed tests will be assigned a grade of zero.

Required Text(s) and Supplies:

1. Lamb. Charles, W., MKTG 5CE. 5th Canadian Ed., Cengage.
Option 1 - Hard Copy Textbook + Soft Copy (including MindTap)
Option 2 - Soft Copy Textbook embedded within MindTap

Recommended Resources (purchase is optional):

1. Canadian Online Marketing Magazine - <https://strategyonline.ca/> (free to access)

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none"> + Acceptable Use of Information Technology + Academic Policies + Academic Integrity + Standards for Student Conduct for all Learning Environments can be found at https://durhamcollege.ca/wp-content/uploads/Standards-of-Student-Conduct-for-all-Learning-Environments.pdf + Information about academic policies and procedures can be found on-line at https://durhamcollege.ca/about/governance/policies 	<p>General policies related to</p> <ul style="list-style-type: none"> + attendance + absence related to tests or assignment due dates + excused absences + writing tests and assignments + classroom management can be found in the Program Guide (full time programs only) in MyDC https://durhamcollege.ca/mydc/
<p>All students at Durham College have the responsibility to familiarize themselves with and abide by the college's Academic Integrity Policy. Students are expected to complete and submit their own work in an honest manner, in accordance with the policy. Durham College has zero tolerance for breaches of academic integrity. All suspected breaches of academic integrity will be investigated and documented following procedures outlined in the policy, and should a breach be confirmed, appropriate penalties will be levied. Breaches of academic integrity refer to a variety of practices including, but not limited to:</p> <ul style="list-style-type: none"> • copying another person's work; • using unauthorized materials or resources during an evaluation; • obtaining unauthorized copies of evaluations in advance; • collaborating without permission; • colluding or providing unauthorized assistance; • falsifying academic documents or records; • misrepresenting academic credentials; • buying, selling, stealing, soliciting, exchanging or transacting materials or information for the purpose of academic gain; • bribing or attempting to bribe personnel; • impersonation; • submitting the same work in more than one course without authorization; • improper use of computer technology and the internet; • depriving others of academic resources; • misrepresenting reasons for special consideration of academic work; • plagiarizing or failing to acknowledge ideas, data, graphics or other content without proper and full acknowledgement; • any unauthorized use of generative or other artificial intelligence. <p>If you have questions or concerns about what constitutes appropriate academic conduct or research and citation methods, and what your responsibilities are towards academic integrity, please visit the Academic Integrity website on MyDC, reach out to Student Academic Learning Services (SALS), or speak with your professor or Student Advisor.</p>	

Course Specific Policies and Expectations:

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.
2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.
3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.
4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)
5. A full description of the Academic Appeals Process can be found at <https://durhamcollege.ca/about/governance/policies/academic-policies> .
6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.
7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Week/ Module	Hours:	3	Delivery:	In Class
1	Course Learning Outcomes			
	CLO1			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES8	Practiced:	EES1, EES2, EES8
	Intended Learning Objectives/Topics			
	Course Introduction & Expectations -Review course outline and program learning outcomes -Overview of in-class labs, assignments and term project -Classroom protocol -Course expectations Chapter 1 An Introduction to Marketing - Understand the focus of marketing and explain the marketing process - Define the marketing mix - Describe the evolution of marketing MindTap textbook sing-up			
	Intended Learning Activities			
	Introductions, lecture, discussion			
	Resources and References			
	Chapter 1 Course Outline, text, ebook, online			
	Evaluation			

Week/ Module	Hours: 3	Delivery: In Class
2	Course Learning Outcomes CLO1, CLO7	
	Essential Employability Skills	
	Taught: EES1, EES2, EES7, EES8, EES10	Practiced: EES1, EES2, EES7, EES8, EES10
	Intended Learning Objectives/Topics Chapter 2 - Marketing and the Environment, Social Responsibility, and Ethics -The External Marketing Environment -CSR and Ethics -Effective Marketing Presentations - A Primer -The External Marketing Environment	
	Intended Learning Activities Lecture, discussion, presentations	
	Resources and References Chapter 2 Text, ebook, online resources	
Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development		

Week/ Module	Hours: 3	Delivery: In Class
3	Course Learning Outcomes CLO2, CLO7	
	Essential Employability Skills	
	Taught: EES1, EES2, EES7, EES8, EES10, EES11	Practiced: EES1, EES2, EES7, EES8, EES10, EES11
	Intended Learning Objectives/Topics Chapter 2 - Marketing and the Environment, Social Responsibility, and Ethics -The External Marketing Environment -CSR and Ethics Effective Marketing Presentations - A Primer	
	Intended Learning Activities Lecture, discussion, presentations	
	Resources and References Chapter 2 Text, ebook, online resources	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours: 3	Delivery: In Class
4	Course Learning Outcomes CLO7	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES7, EES8, EES9, EES10, EES11	Practiced: EES1, EES2, EES4, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics Report Writing Professional E-mails Working in a Group	
	Intended Learning Activities Lecture, discussion, presentations	
	Resources and References NA	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours: 3	Delivery: In Class
5	Course Learning Outcomes CLO3	
	Essential Employability Skills	
	Taught: EES1, EES4, EES7, EES10	Practiced: EES1, EES4, EES7, EES10
	Intended Learning Objectives/Topics Chapter 3 - Strategic Planning for Competitive Advantage -The Importance of Strategic Planning -Strategic Directions -Business Planning and Competitive Advantage -Marketing Planning -Marketing Plan Implementation, Evaluation, and Control	
	Intended Learning Activities Lecture, discussion, presentations	
	Resources and References Chapter 3 Text, ebook, online resources	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours: 3	Delivery: In Class
6	Course Learning Outcomes CLO1, CLO2, CLO3	
	Essential Employability Skills	
	Taught: EES1, EES4, EES7, EES10	Practiced: EES1, EES4, EES7, EES10
	Intended Learning Objectives/Topics Chapter 3 - Strategic Planning for Competitive Advantage -The Importance of Strategic Planning -Strategic Directions -Business Planning and Competitive Advantage -Marketing Planning -Marketing Plan Implementation, Evaluation, and Control Review Term Project Student Led Review - Test #1	
	Intended Learning Activities Lecture, discussion, presentations	
	Resources and References Chapters 1, 2 & 3 Text, ebook, online resources	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours:	3	Delivery:	In Class
7	Course Learning Outcomes			
	CLO1, CLO2, CLO3			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Term Test #1: Chapters 1,2 & 3			
	Intended Learning Activities			
Term Test #1				
Resources and References				
Chapters 1, 2 & 3 Text, ebook, online resources				
Evaluation			Weighting	
Test: Term Test #1			15	
Week/ Module	Hours:	3	Delivery:	In Class
8	Course Learning Outcomes			
	CLO4			
	Essential Employability Skills			
	Taught:	EES1, EES4, EES5, EES6, EES7	Practiced:	EES1, EES4, EES5, EES6, EES7
	Intended Learning Objectives/Topics			
	Chapter 4 - Marketing Research and Analytics -Introduction -The Marketing Research Process -The Impact of Technology on Marketing Research and Marketing Analytics -Marketing Analytics and Marketing Strategy -Data Collection Concerns			
	Intended Learning Activities			
Lecture, discussion, presentations				
Resources and References				
Chapter 4 Text, ebook, online resources				
Evaluation				
Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development				

Week/ Module	Hours: 3	Delivery: In Class
9	Course Learning Outcomes CLO5	
	Essential Employability Skills	
	Taught: EES1, EES2, EES5, EES7, EES10	Practiced: EES1, EES2, EES5, EES7, EES10
	Intended Learning Objectives/Topics Chapter 5 - Consumer Decision Making -The Importance of Understanding Consumer Behaviour -Consumer Decision Making Process -Types of Consumer Buying Decisions and the Significance of Consumer Involvement -Cultural and Social Factors -Individual Influences -Psychological Influences	
	Intended Learning Activities Lecture, discussion, cases	
	Resources and References Chapter 5 Text, ebook, online resources	
Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development		

Week/ Module	Hours: 3	Delivery: In Class
10	Course Learning Outcomes CLO6	
	Essential Employability Skills	
	Taught: EES1, EES4, EES7, EES10	Practiced: EES1, EES4, EES7, EES10
	Intended Learning Objectives/Topics Chapter 7 - Segmenting, Targeting, and Positioning -Marketing Segmentation -Bases for Segmenting Consumer Markets -Criteria for Successful Segmentation -Steps in Segmenting a Market -Strategies for Selecting Target Markets -Positioning	
	Intended Learning Activities Lecture, discussion, cases	
	Resources and References Chapter 7 Text, ebook, online resources	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours: 3	Delivery: In Class
11	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES1, EES6, EES8	Practiced: EES1, EES6, EES8
	Intended Learning Objectives/Topics Chapter 7 - Segmenting, Targeting, and Positioning -Marketing Segmentation -Bases for Segmenting Consumer Markets -Criteria for Successful Segmentation -Steps in Segmenting a Market -Strategies for Selecting Target Markets -Positioning Student Led Review - Test #2 Group Work Period	
	Intended Learning Activities Lecture, discussion, cases, group meetings	
	Resources and References Chapter 7 Text, ebook, online resources	
	Evaluation Online Activity: Pre-Class Chapter Activities assigned throughout the semester In Process: In-class assignments to be assigned by section professor throughout the semester In Process: Professional Development	

Week/ Module	Hours:	3	Delivery:	In Class
12	Course Learning Outcomes CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10
	Intended Learning Objectives/Topics Term Test #2: Chapters 4, 5, and 7			
	Intended Learning Activities Term Test #2			
	Resources and References Term Test #2: Chapters 4, 5, and 7 Text, ebook, online resources			
	Evaluation Test: Term Test #2			Weighting 15
Week/ Module	Hours:	3	Delivery:	In Class
13	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES1, EES8, EES9, EES10, EES11	Practiced:	EES1, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics Term Project Due Term Project Presentations			
	Intended Learning Activities Presentations, Term Project & Peer Review			
	Resources and References N/A			
	Evaluation Assignment: Term Project: Presentation Assignment: Term Project: Report In Process: Professional Development			

Week/ Module	Hours: 3	Delivery: In Class
14	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES1, EES8, EES9, EES10, EES11	Practiced: EES1, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics Term Project Presentations Peer Evaluation Due	
	Intended Learning Activities Presentations, Term Project & Peer Review	
	Resources and References N/A	
	Evaluation Assignment: Term Project: Presentation Assignment: Term Project: Report In Process: Professional Development	

This course supports the following program(s) and program learning outcomes.

BMKG: Marketing - Business Administration

- #1. Develop a marketing plan that will meet the needs or goals of a business or organization.
- #3. Determine strategies for the development of new and/or modified marketing concepts, products, goods, and/or services that respond to evolving market needs.
- #8. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
- #14. Apply the principles of business ethics and corporate social responsibility to business decisions.

MRKG: Marketing - Business

- #1. Contribute to the development of a marketing plan that will meet the needs or goals of a business or organization.
- #3. Contribute to the development of new and/or modified marketing concepts, products, goods, and/or services that respond to market needs.
- #8. Communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats.