Faculty of Business

MARKETING 1

2024-25 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 [X] No [ ]		
Delivery Mode(s):	In class [X] Online [ ] Hybrid [ ] Flexible [ ] HyFlex [ ]		
Remote proctoring required	Yes [X] No [ ]		
Authorized by (Dean or Director):	Tony Doyle	**Date:**	August 2024

Prepared by		
First Name	**Last Name**	**Email**
Sara	Mercier-Priebe	sara.mercier-priebe@durhamcollege.ca

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 [X]   **No** [   ]

PLAR Assessment (if eligible):

[X] Assignment

[X] 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   Analyze the definition and trace the historical development of marketing to demonstrate an understanding of its evolution and current trends.

CLO2   Evaluate the influence of both internal and external environmental factors on consumers, organizations, and society, considering their implications and effects.

CLO3   Apply strategic marketing planning techniques to create and maintain a sustainable competitive advantage for organizations.

CLO4   Evaluate the critical role of data analytics and accurate research in marketing. Demonstrate an understanding of research designs, methodologies, and the step-by-step process for conducting effective marketing research. Apply these insights to inform strategic marketing decisions.

CLO5   Apply consumer decision-making analysis techniques to influence consumption behaviors effectively. Understand the factors that impact consumer choices and use this knowledge to inform marketing strategies.

CLO6   Apply the concepts of segmentation, targeting, and positioning to achieve market differentiation effectively. Understand how these strategies contribute to creating a unique market presence for products or services.

CLO7   Demonstrate professional and effective communication skills through clear and concise report writing, email correspondence, and engaging presentations. Understand the importance of tailoring communication to different contexts and audiences.

Essential Employability Skill Outcomes (ESSO)

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

[X] 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.

[X] EES 4. Apply a systematic approach to solve problems.

[X] 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.

[X] 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, EES4, EES5	15
Test: Term Test #2	CLO4, CLO5, CLO6	EES1, EES4, EES5	15
Online Activity: Chapter Activities assigned throughout the semester	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES4, EES5	15
Assignment: 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
Presentation: Term Project: Presentation	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES4, EES7	10
Project: Term Project: Report	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES4, EES5, EES7	20
In Process: Professional Development	CLO7	EES1	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. Deadlines in the Marketing Program are strict to enhance professionalism and time management skills. All assignments submitted late will incur a 20% penalty per day, including weekends, for up to three days. Assignments more than three days late will receive a grade of zero. To request an extension due to exceptional circumstances, communicate with your instructor in advance. Extensions are at the instructor's discretion. Failure to meet deadlines without prior notification will result in a grade penalty as specified. This policy is reflected in all course outlines.

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.

6. Attendance is mandatory for all scheduled classes and activities and may influence your grades as part of our professionalism assessment. Timeliness demonstrates respect for everyone in the learning environment. You are encouraged to independently review course materials and DC Connect for missed content before reaching out with specific questions. When communicating with faculty, always use professional language. Arrive prepared to engage actively, having completed all assigned readings and tasks. Business casual attire is recommended during class and professional events. For concerns about grades, please reflect for 24 hours before contacting instructors to discuss.

Required Text(s) and Supplies:

1. Lamb. Charles, W., MKTG: Principles of Marketing, Sixth Canadian Edition., Cengage.
   Option 1 - Hard (physical) Copy Textbook + Soft Copy (including MindTap)
   Option 2 - Soft (eBook) Copy Textbook (embedded within MindTap)

Recommended Resources (purchase is optional):

N/A

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	+ attendance
+ Academic Policies	+ absence related to tests or assignment due dates
+ Academic Integrity	+ excused absences
+ 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	+ writing tests and assignments
+ Information about academic policies and procedures can be found on-line at https://durhamcollege.ca/about/governance/policies	+ classroom management can be found in the Program Guide (full time programs only) in MyDC https://durhamcollege.ca/mydc/

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:

• 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.

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.

Course Specific Policies and Expectations:

1. Use of Generative AI
In our commitment to high-quality education, AI tools are incorporated selectively into coursework. Where AI is encouraged, students will learn to use it effectively and be assessed on both their engagement with AI and the quality of their output. However, to ensure a deep understanding of the subject matter, AI is prohibited in certain assignments where direct demonstration of personal knowledge and skills is critical. Misuse of AI in these instances will be considered cheating. This approach ensures you graduate not just with AI proficiency but with the essential knowledge and skills necessary to excel in your field.

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, EES7 **Practiced:** EES1
	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	

Week/ Module	
2	**Course Learning Outcomes** CLO1, CLO7
	Essential Employability Skills
	Taught: EES1, EES4, EES7 **Practiced:** EES1, EES4, EES7
	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 **Weighting** Online Activity: Pre-Class Chapter Activities assigned throughout the 2.5 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, EES4, EES5, EES7	**Practiced:**	EES1, EES4, EES7

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	**Weighting**
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	4.5
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, EES4, EES5, EES7	**Practiced:**	EES1, EES4, EES5, EES7

Intended Learning Objectives/Topics

Report Writing

Professional E-mails

Working in a Group

Intended Learning Activities

Lecture, discussion, presentations

Resources and References

NA

Evaluation	**Weighting**
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	2
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, EES5, EES7	**Practiced:**	EES1, EES4

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	**Weighting**
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	2
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, EES5, EES7	**Practiced:**	EES1, EES4, EES5, EES7

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	**Weighting**
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	4.5
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:		**Practiced:**	EES1, EES4, EES5, EES7	
	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, EES7		**Practiced:**	EES1, EES4, EES5, 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			**Weighting**	
	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			2	

Week/ Module	Hours:	3	Delivery:	In Class		

9	**Course Learning Outcomes**
	CLO5

Essential Employability Skills

Taught:	EES1, EES5, EES7	**Practiced:**	EES1, EES5, EES7

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	**Weighting**
Online Activity: Pre-Class Chapter Activities assigned throughout the semester	4.5
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		**Practiced:**	EES1, EES4, EES7
	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			**Weighting** 4.5	

Week/ Module	Hours:	3	Delivery:	In Class
11	**Course Learning Outcomes** CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			

Essential Employability Skills

Taught:	EES1, EES4	**Practiced:**	EES1, EES4

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	**Weighting**
Online Activity: Chapter Activities assigned throughout the semester	2
Assignment: In-class assignments to be assigned by section professor throughout the semester	

Week/ Module	Hours:	3	Delivery:	In Class	
12	**Course Learning Outcomes**				
	CLO4, CLO5, CLO6, CLO7				
	Essential Employability Skills				
	Taught:		**Practiced:**	EES1, EES4, EES5, EES7	
	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:		**Practiced:**	EES1, EES4, EES5, EES7	
	Intended Learning Objectives/Topics				
	Term Project Due Term Project Presentations				
	Intended Learning Activities				
	Presentations, Term Project & Peer Review				
	Resources and References				
	N/A				
	Evaluation Presentation: Term Project: Presentation			**Weighting** 10	

Week/ Module	Hours:	3	Delivery:	In Class	
14	**Course Learning Outcomes**				
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7				
	Essential Employability Skills				
	Taught:		**Practiced:**	EES1, EES4, EES5, EES7	
	Intended Learning Objectives/Topics				
	Term Project Presentations Peer Evaluation Due				
	Intended Learning Activities				
	Presentations, Term Project & Peer Review				
	Note Final Grade for Professionalism to be posted				
	Resources and References				
	N/A				
	Evaluation			**Weighting**	
	Project: Term Project: Report In Process: Professional Development			30	