

PRINCIPLES OF MARKETING

MRKT 6281

Course Outline

DESCRIPTION:

MRKT 6281 provides a broad overview of the marketing process. It is meant to create a foundation for students either wanting to transition into a marketing role or to build upon existing basic marketing skills and knowledge.

This course is a practical introduction to the marketing process and its role both within the organization and the external environment. Through on-going application and reflection, students will examine the various aspects of the marketing process: principles, concepts, and techniques. A common thread is the consideration of how profitable customer relationships are created and sustained. The course culminates in either a final exam OR final project in which students create their own marketing plans. This course is a prerequisite for other marketing courses in the Professional Certificate program.

The course content may be viewed as a “buffet” of marketing knowledge offering students a wide variety of core concepts from which they may pick and choose the information that is most meaningful to them.

COURSE GOALS:

The goals of this course are:

1. To provide students with the understanding that:
 - marketing is a process of creating mutually beneficial, value-based relationships
 - this process consists of a set of steps which need constant monitoring
 - the field of marketing is constantly evolving
 - marketing initiatives must be ethical and sustainable
2. To have students recognize opportunities and vulnerabilities in the marketing process and provide recommendations for action.

COURSE OBJECTIVES:

At the completion of this course, the student will be able to:

- Discuss the marketing relationship from the perspective of both the marketer and the consumer
- Evaluate the marketing environment of an organization
- Explain the steps in the marketing process and the elements of the marketing mix

- size and explain a current marketing issue or trend
- Solve a marketing problem by creating either a marketing plan for a small organization OR by providing solutions for a range of marketing questions.

EVALUATION:

There are many evaluation opportunities within this course to give you maximum flexibility as to how you spend your time.

Course Component	Percentage of Final Grade	Deadlines for Submission
PARTICIPATION Participation is determined by the following: <ul style="list-style-type: none"> • Core Concept Responses (15%) • Responses to others (15%) • A self-evaluation (5%) 	35%	Participation is monitored on an on-going basis and evaluated in Week 12. Self-evaluation is assessed according to assignment guidelines and due in Week 12
ENVIRONMENTAL SCAN	15%	Week 5
MARKETING IN ACTION Assignment and discussion <ul style="list-style-type: none"> • Presentation (15%) • Review of 2 MIAs and participation in related discussions (5%) 	20%	MIA Assignments are due in Week 7 and reviewed in Weeks 8 and 9.
REFLECTIONS ON LEARNING (Journal Assignment)	10%	Week 2, 6, 12
Final Exam OR Marketing Plan*	20%	Week 12

*Students may choose to complete EITHER a final exam OR a marketing plan

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow

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- ents, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

E-mails and telephone messages will be returned within 24-48 hours or two business days unless otherwise noted. In addition, the instructor will be active in the discussion forums at least three times during the week.

, each student may expect to receive direct feedback to written work at least 3 times throughout the duration of the course.

General questions on course or course content should be posted to the “ASK THE INSTRUCTOR” area in the discussion forum.

Policy on Late Assignments:

All late assignments are subject to a 2% per day deduction, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS. *Final grades are not posted in OWL.*

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor’s written permission will be subject to the late assignment policy. It is the student’s responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Course Schedule:

WEEK	EXPECTATIONS
1	<p>Unit 1: Creating the Context</p> <p>Readings: Chapter 1 - What is Marketing?</p> <p>To Do:</p> <ul style="list-style-type: none">• Review the Section “GETTING STARTED”/print course outline• Post class introduction in the discussion forum• Read Chapter 1 – Kotler text (power points and audio summary are available too)• Respond to concept check question for week 1 and post to discussion forum by Thursday, 11:59pm• Respond to other students by Sunday, 11:59pm.• Call/text instructor to 519-902-5828 to check in/ask questions if you wish
2	<p>Unit 1: Creating the Context</p> <p>Readings: Chapter 2 – Partnering to Build Relationships</p> <p>To Do:</p> <ul style="list-style-type: none">• Read Chapter 2• Respond to Core Concept Discussion for Chapter 2 by Thursday 11:59pm• Respond to other students by Sunday 11:59pm.• DUE: Learning Journal Entry #1• Call Instructor at 519-902-5828 if any clarifications are required

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.

3	<p>Unit 1: Creating the Context</p> <p>Readings: Chapter 3 – Sustainable Marketing, Social Responsibility, and Ethics</p> <p>To Do:</p> <ul style="list-style-type: none">• Read Chapter 3• Respond to Core Concept Discussion for Chapter 3 by Thursday 11:59pm• Respond to other students by Sunday 11:59pm• Revise study schedule if necessary• DUE – choose a Marketing In Action topic. Discuss with instructor if you have questions or want confirmation for your topic• Call Instructor at 519-902-5828 if you've discovered obstacles to course success.
4	<p>Unit 2: Understanding Buyers and Markets</p> <p>Readings: Chapter 4 – Analyzing the Marketing Environment</p> <p>To do:</p> <ul style="list-style-type: none">• Read Chapter 4• Choose a partner to complete the environmental scan with (optional)• Choose company to analyze for environmental scan• No Core Concept discussion this week to allow time for the Environmental Scan assignment.

5	<p>Unit 2: Understanding Buyers and Markets</p> <p>Readings: Chapter 5 - Managing Market Information (optional) Chapter 6 - Consumer Buying Behaviour (pages 195-218)</p> <p>NOTE: pages 218-228 are optional for those wanting more information on business buying behaviour and there is an alternative concept check if requested.</p> <p>To Do:</p> <ul style="list-style-type: none">• Read Chapter 6. Scan Chapter 5 if desired.• Respond to Core Concept Discussion for Chapter 6 by Thursday• Respond to other students by Sunday.• DUE: Environmental Scan
6	<p>Unit 3: Designing a Customer-Driven Marketing Strategy</p> <p>Readings: Ch. 7 – Segmentation, Targeting, Positioning</p> <p>To do:</p> <ul style="list-style-type: none">• Read Chapter 7• Field Trip! (completed individually)• Respond to Core Concept discussion Chapter 7 by Thursday• Respond to other Students by Sunday• Indicate preference for Marketing Plan or Final Exam• Contact Instructor at 519-902-5828 if you are uncertain which to choose.• DUE: Learning Journal Entry #2• DUE: Midway Course Evaluation (optional)

7	<p>Unit 3: Designing a Customer-Driven Marketing Strategy</p> <p>Readings: Ch. 9 – Branding</p> <p>No Core Concept discussion this week to allow time for work on MIA presentations</p>
8	<p>Marketing in Action Presentations</p> <p>To Do:</p> <p>If you are presenting this week, please ensure that your presentation and discussion questions are posted in the appropriate forum by Monday at 9am.</p> <p>If you are reviewing this week, please ensure that you have signed up for two presentations and participate in the discussions for both.</p>

9	<p>Marketing in Action Presentations</p> <p>To Do:</p> <p>If you are presenting this week, please ensure that your presentation and discussion questions are posted in the appropriate forum by Monday 9am.</p> <p>If you are reviewing this week, please ensure that you have signed up for two presentations and participate in the discussions for both.</p>
10	<p>Unit 4: The Marketing Mix</p> <p>JIG SAW: Marketing Mix - Product, Price, Placement</p> <p>Readings: The chapter section you have chosen to review from chapters 8, 10, and 11 Chapter 8 – Product Development Chapter 10 – Pricing Chapter 11 – Marketing Channels</p> <p>To Do:</p> <ul style="list-style-type: none">• Prepare summary and discussion question for the assigned chapter section and post by Thursday• Review summaries and respond to 1 discussion question.

11	<p>Unit 4: The Marketing Mix</p> <p>JIG SAW: Marketing Mix - Promotion</p> <p>Readings: Chapter 13 – Advertising and Public Relations Chapter 14 – Personal Selling and Sales Promotion Chapter 15 – Direct, Online, Social Media, and Mobile Marketing</p> <p>To do:</p> <ul style="list-style-type: none">• Prepare summary and discussion question for the assigned chapter section and post by Thursday• Review summaries and respond to 1 discussion question.
12	<p>Tying it all up</p> <p>Due:</p> <ul style="list-style-type: none">• Learning journal Entry #3 due• Participation Self Assessment due• Final Exam• Marketing Plan

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