

Marketing Foundations

MRKT6201

Course Outline – Online

Description:

Examine the various aspects of the marketing process. Discover how profitable customer relationships are created and sustained. Identify the principles, theories, concepts, and techniques of marketing that will enhance analytical and decision-making skills relative to marketing in the local, national and global arenas.

Topics:

- Marketing process and its role within the organization
- An introduction to the principles, theories, concepts, and techniques used in marketing
- Applying marketing principles and theories to the marketing management decision making process

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

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

Texts: TBD

Evaluation:

- Assignments (5) 70%
- Forum Discussions 15%
- Online Engagement 15%

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
- Arguments, 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 properly reference all external sources ([APA](#), etc.)
- Assignments will be released in tandem with that week's content.

Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

This course outline is a sample only and is subject to change.

Online Engagement:

The following will act as a guide for assessing student engagement in an online course. Online discussions throughout this course is meant to be as organic as classroom discussions. Some guidelines to follow include:

- Consider posts that offer new perspectives on course material and that might spark discussion amongst the class.
- Participation should be consistent and relevant over the length of the course.
- Offer new ideas and/or resources is a way to introduce your colleagues to new information/perspectives.
- Work off of each other and be sure to respond to the contributions of others.
- Ensure that you use one theme per post (150-200 words is a good guide).
- Cite resources in your post so your colleagues can follow along; link to online resources if the reference is new.
- Use the reply button to respond to topics and build on threads; only start a new thread when you have a different aspect to discuss.
- Reference your experiences and use "I" as appropriate (e.g. I did this... I found this...)
- Ask questions and disagree with kindness and respect.
- Don't forget to enjoy the experience (we'll be able to see this in your posts)
- See the forum instructions for the rubric on that specific grading for this post and what is required.

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?

The instructor will reply back within 24-48 hours of all emails.

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Western Continuing Studies

Policy on Late Assignments:

The late assignment policy entails a 5% per day deduction, including weekends, up to a maximum of 5 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.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

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:

TOPIC	READINGS AND ACTIVITIES
Marketing defined.	Forum Discussion
Applying a customer marketing approach.	Forum Discussion. Mini-Assignment: Creating Personas
Develop a compelling brand.	Forum Discussion. Mini-Assignment: Start with WHY
Shaping the marketing mix: product and price.	Mini-Assignment: Case Study Part 1
Shaping the marketing mix: place and promotion.	Mini-Assignment: Case Study Part 2
Expected results.	Mini-Assignment: Campaign Brief

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