

## PRINCIPLES OF MARKETING

MRKT 6281

### Course Outline (online)

---

#### **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 extended marketing mix
- Synthesize 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.

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

# Western Continuing Studies

## TEXT:

TBA

## 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"><li>• Core Concept Responses and Responses to others (25%)</li><li>• A self-evaluation (5%)</li></ul>	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 4
MARKETING IN ACTION Assignment and discussion <ul style="list-style-type: none"><li>• Presentation or paper (20%)</li><li>• Review of 2 MIAs and participation in related discussions (5%)</li></ul>	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* <ul style="list-style-type: none"><li>• Final Exam - submission of 2 exam questions (5%)</li><li>• Marketing Plan – submission of draft (5%)</li><li>• Completion of marketing plan or exam (20%)</li></ul>	20%	Week 12

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

# Western Continuing Studies

## **Participation (35%)**

Online discussions are the mainstay of this course and active participation and contributions to the forum are expected. Many students have said that they enjoy this aspect of the course the most because they are able to interact with their classmates in the forums and learn from others' experiences and perspectives.

**Note that discussion participation is a very time-consuming aspect of the course and requires excellent time-management to stay on top of the posting requirements.**

### **A. Responses to Concept Check Questions (15%)**

Weeks 1-6: Respond to 4 Core Concept questions (12%)

Students may choose the weeks they choose to respond.

Please refer to the "CONCEPT CHECK QUESTIONS" assignment and evaluation rubric in the ASSIGNMENTS section for more information.

Weeks 10 & 11: Preparation of a section summary and submission of a related Core Concept question. (3%)

Students may choose the week they wish to submit.

### **B. Responses to Other Students (15%)**

Weeks 1-6: Respond to 8 Core Concept Postings.(12%)

Weeks 10-11: Respond to 2 Core Concept Postings (3%)

Students may choose the weeks they choose to respond.

Please refer to the CONCEPT CHECK DISCUSSIONS" assignment and evaluation rubric in the "ASSIGNMENTS" section for more information.

The instructor will check in with each student during week 2 and will continue to monitor the discussion forums to facilitate student success with respect to the participation component.

### **C. Participation Self-assessment (5%)**

At the end of the course, students have the opportunity to assess their own participation and commitment to learning. Evaluation of your participation will be based a number of variables. Please refer to assignment "PARTICIPATION SELF-ASSESSMENT" in the ASSIGNMENTS section for further details.

## **The Environmental Scan (15%)**

The ability to effectively scan an organization's marketing environment is a critical competence for anyone that works within an organization. This assignment asks students to specifically identify the actors and forces that exist within the marketing environment of a company of their own choosing and discuss what impact these might have on the company's marketing practices.

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

# Western Continuing Studies

More information can be found in the “ENVIRONMENTAL SCAN” section of the “ASSIGNMENTS” area.

## **Marketing In Action (20%)**

The tools used in the marketing field are evolving so rapidly that it's difficult for any textbook to address the most up-to-date best practices, applications, techniques, and tools. The Marketing in Action (MIA) assignment involves researching and creating a presentation or paper on a marketing-related topic of your choice, the facilitation of a discussion thread, the review of two other presentations, and the participation in the related discussions.

Many students have said that this assignment was the most enjoyable aspect of the course because it allowed them to explore topics that they were personally interested in.

For more information, please refer to the “MARKETING IN ACTION” assignment in the ASSIGNMENTS section.

## **Reflections on Learning (10%)**

This journaling exercise is designed to help you develop and maintain a focus for your learning journey. Students are expected to complete an entry in weeks 2, 6, and 12 with each entry worth 1/3 of their overall grade.

Should anyone wish to do so, students may complete an entry each week in order to record how they apply their learning to real life, but this is entirely optional. The learning journal is used to reflect upon your learning, how you have applied the concepts in your own life, and deepen your understanding of the material as it relates to you in particular.

More information can be found in the “LEARNING JOURNAL” section of the “ASSIGNMENTS” area.

## **Final Project (Marketing Plan) OR Final Exam – 20%**

Students will be asked in week 4 whether they would prefer to complete EITHER a final exam or a marketing plan.

Final Exam: The final exam will be online and consist of multiple choice, short answer, and essay questions that will test the entire body of knowledge associated with MRKT6281.

**PLEASE NOTE – late submissions for the final exam will not, under any circumstances, be accepted and will receive an automatic grade of 0%. This will be enforced.**

Marketing Plan: this assignment may be completed individually or in pairs.

The marketing plan is designed to allow students to demonstrate comprehension of the entire body of knowledge associated with MRKT6281. The plan may relate to a real or fictitious product, service, or organization of the student's choice.

Beginning in week 4, it is suggested that students research and prepare a small section of the plan each week, with instructor support. A draft will be submitted in Week 10/11 and final submission is in week 12.

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

# Western Continuing Studies

More information can be found in the “Assignments” section.

## **Submission of Assignments:**

All assignments must be submitted via OWL by 11:59pm on the Sunday of week that they are due. Submissions received after 11:59pm will be marked late and deducted by 2% per day. Each assignment should be prepared in a formal and professional manner, as if being prepared for an actual organization.

Submit each assignment **as an attachment** via the “assignment” tool in OWL.

Do not draft your assignment (or cut and paste) in the submission box of the assignment tool.  
All formatting will be lost making it difficult to read. Assignments submitted in this manner will be returned for re-submission. Attachments can be submitted in the following formats:

Microsoft Word (.doc), Rich Text Format (.rtf), Plain Text Format (.txt), Microsoft Excel (.xls), Microsoft PowerPoint (.ppt).

Students are advised to familiarize themselves with the assignment tool in OWL early in the course! Do not wait until the deadline to realize you cannot find the tool, or you don't know how to use it. Unfamiliarity with the technology is not an adequate reason for a late submission. In the event of a legitimate technical failure, contact your instructor immediately. If you cannot reach your instructor, contact Continuing Studies at 519-661-3658.

## **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 be double-spaced, and typewritten
- Must follow APA style

## **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

## **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

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

# Western Continuing Studies

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.

Furthermore, 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.

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

**Course Schedule:**

WEEK	EXPECTATIONS
1	<p>Unit 1: Creating the Context –</p> <p>Reading: Chapter 1 - What is Marketing?</p> <p>To Do:</p> <ul style="list-style-type: none"><li>• Review the Section “GETTING STARTED”/print course outline</li><li>• Post class introduction in the discussion forum</li><li>• Read Chapter 1 – Armstrong text (power points and audio summary are available as well)</li><li>• Respond to concept check question for week 1 and post to discussion forum</li><li>• Respond to other students</li></ul>
2	<p>Unit 2: Creating the Context – How Marketing Contributes to the Organization</p> <p>Readings: Chapter 2 – Partnering to Build Relationships</p> <p>To Do:</p> <ul style="list-style-type: none"><li>• Read Chapter 2</li><li>• Respond to Core Concept Discussion for Chapter 2</li><li>• Respond to other students</li><li>• Review requirements for exam prep and marketing plan prep posted in the “ASK THE INSTRUCTOR” discussion forum</li><li>• DUE: Learning Journal Entry #1</li></ul>
3	<p>Unit 3: Understanding Buyers and Markets – The Marketing Environment</p> <p>Readings: Chapter 4 – Analyzing the Marketing Environment</p> <p>To do:</p> <ul style="list-style-type: none"><li>• Read Chapter 4</li><li>• (Optional) Choose a partner to complete the environmental scan with (optional)</li><li>• Choose company to analyze for environmental scan</li><li>• No Core Concept discussion this week to allow time for the Environmental Scan assignment.</li><li>• Begin thinking about a Marketing In Action topic. Discuss with instructor if you have questions or want confirmation for your topic</li><li>• Review requirements for exam prep and marketing plan prep posted in the “ASK THE INSTRUCTOR” forum.</li></ul>

# Western Continuing Studies

4	<p>Unit 4: Understanding Buyers and Markets – Marketing Ethics and Sustainability</p> <p>Readings: Chapter 3 – Sustainable Marketing, Social Responsibility, and Ethics</p> <p>To Do:</p> <ul style="list-style-type: none"> <li>• Read Chapter 3</li> <li>• Respond to Core Concept Discussion for Chapter 3</li> <li>• Respond to other students</li> <li>• Revise study schedule if necessary</li> <li>• DUE: Environmental Scan</li> <li>• DUE: Decision to write Marketing Plan or Exam</li> </ul>
5	<p>Unit 5: Understanding Buyers and Markets - Consumer Buying Behaviour</p> <p>Readings: Chapter 5 - Managing Market Information – pages 157-159 “Marketing Information and Customer Insights” and (remainder of the chapter is optional)</p> <p>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"> <li>• Read Chapter 6. Scan Chapter 5 if desired.</li> <li>• Respond to Core Concept Discussion for Chapter 6</li> <li>• Respond to other students</li> <li>• DUE: Marketing in Action topic</li> </ul>
6	<p>Unit 6: Designing a Customer-Driven Marketing Strategy – The Marketing Process</p> <p>Readings: Ch. 7 – Segmentation, Targeting, Positioning</p> <p>To do:</p> <ul style="list-style-type: none"> <li>• Read Chapter 7</li> <li>• Respond to Core Concept discussion Chapter 7</li> <li>• Respond to other Students</li> <li>• DUE: Learning Journal Entry #2</li> <li>• DUE: Midway Course Evaluation (optional)</li> </ul>
7	<p>Unit 7: Designing a Customer-Driven Marketing Strategy - Branding</p> <p>Readings: Ch. 9 – Brand Strategy and Management</p> <p>No Core Concept discussion this week to allow time for work on MIA presentations</p>

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

# Western Continuing Studies

8	<p>Unit 8: 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.</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>Unit 9: 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</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 10: The Marketing Mix – The 4Ps</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          Chapter 12 – Retailing and Wholesaling</p> <p>To Do:</p> <ul style="list-style-type: none"> <li>• JIG SAW: Marketing Mix - Product, Price, Placement</li> <li>• Prepare summary and discussion question for the assigned chapter section and post</li> <li>• Review summaries and respond to 1 discussion question.</li> <li>• Due – two exam questions</li> </ul>
11	<p>Unit 11: The Marketing Mix – The 4Ps and the Extended Marketing Mix</p> <p>Readings: The chapter section you have chosen to review from chapters 13, 14, 15, and supplementary readings and video          Chapter 13 – Advertising and Public Relations          Chapter 14 – Personal Selling and Sales Promotion          Chapter 15 – Direct, Online, Social Media, and Mobile Marketing          Extended Marketing Mix – People, Physical Location, Processes</p> <p>To do:</p> <ul style="list-style-type: none"> <li>• JIG SAW: Marketing Mix - Promotion and the Extended Marketing Mix</li> <li>• Prepare summary and discussion question for the assigned chapter section and post</li> <li>• Review summaries and respond to 1 discussion question.</li> </ul>

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

# Western Continuing Studies

	<ul style="list-style-type: none"><li>• DUE: Marketing Plan draft</li></ul>
12	<p>Unit 12: Tying it all up</p> <p>Due:</p> <ul style="list-style-type: none"><li>• Learning journal Entry #3 due</li><li>• Participation Self Assessment due</li><li>• Final Exam</li><li>• Marketing Plan</li></ul>

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