



## Principles of Marketing – MKTG 281

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE:  
OUTLINE EFFECTIVE DATE:  
COURSE OUTLINE REVIEW DATE:

Pre 1998  
September 2023  
March 2028

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#### GENERAL COURSE DESCRIPTION:

This course defines and examines the marketing process as it applies to marketing products and services in public, private and not-for-profit organizations. Students gain insight into the complex and interdependent variables involved in developing successful marketing strategies. Through case studies, online discussion, simulation, and in class activities, students will plan a marketing strategy for a specific target audience taking into consideration current trends in product mix, communications, and technology.

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**Program Information:** This course is required in the General Management, Marketing, Tourism, and Recreation Management programs. It is a prerequisite for other marketing courses.

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**Delivery:** This course is delivered face-to-face and online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	<b>45</b>

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author**  
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Signature

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**APPROVAL SIGNATURES:**

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Department Head Signature

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Dean Signature

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Valid from: September 2023 – March 2028

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Education Council Approval Date

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**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** Either English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website).

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

☒ Yes ☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, or Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** BUAD 105 ⇔⇔ MKTG 281

**Date changed:** September 2010

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Dhruv Grewal, Michael Levy: *Marketing*, with Connect, McGraw-Hill, 2022

Open-Source TextBook:

Grayson, R: *Foundations in Digital Marketing*, BCcampus, 2023

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete L of the currently required textbooks.

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- Describe the marketing functions and its interrelationship within other business functions;
  - Apply and align marketing activities with principles of business sustainability;
  - Demonstrate adaptability using multiple strategies to address marketing problems and opportunities;
  - Examine the role of technology in marketing decisions and customer relationship building;
  - Apply digital marketing metrics to measure the return on marketing efforts;
  - Develop a marketing strategy for a specific target market that identifies opportunities and meets marketing objectives; and
  - Apply written and oral communication skills, employing methods appropriate to message, audience, and context.
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## COURSE TOPICS:

- Introduction to Marketing
- Marketing Research
- Segmentation and Target Marketing
- Positioning
- The Buyer Behavior Process
- Introduction to Product Management
- Services Marketing
- Brands and Brand Management
- Retail
- Pricing
- Promotions
- Digital Marketing and SEO
- Social Media Marketing
- Distributing Products
- The Marketing Environment
- The Marketing Plan

See instructor syllabus for the detailed outline of weekly readings, activities and assignments.

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**EVALUATION AND ASSESSMENT Online Delivery:**

Assignments	% Of Total Grade
Assignments (case studies and marketing plan)	40%
Midterm	20%
Online Discussion & Participation	20%
Final Exam	<u>20%</u>
Total	100%

**EVALUATION AND ASSESSMENT Face-to-Face Delivery:**

Assignments	% Of Total Grade
Assignments (case studies and marketing plan)	50%
Midterms	30%
Final Exam	<u>20%</u>
Total	100%

*Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.*

**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

**COURSE GRADE:**

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

**ACADEMIC POLICIES:**

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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**COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.