



Principles of Marketing – MKTG 281

Business Management Program

Course Outline

COURSE IMPLEMENTATION DATE: Pre 1998
OUTLINE EFFECTIVE DATE: September 2020
COURSE OUTLINE REVIEW DATE: March 2025

GENERAL COURSE DESCRIPTION:

To gain an overview of the marketing process as it applies to marketing products and/or services in public, private and not-for-profit organizations. At the end of the course, the students will recognize the seven P's of marketing and the interrelationships between marketing and overall business practices. This course provides an introduction to other more advanced courses in the College of the Rockies Business Management program.

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

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	
Total	45

Practicum Hours (if applicable):

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

Course Outline Author
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Signature

APPROVAL SIGNATURES:

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Department Head Signature

Dean Signature

EDCO

Valid from: September 2020 – March 2025

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: Either English 12, 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:

Wilson, K., & Rackley, J. (2019). *Modern Marketing Principles*. STUKENT Press

Belz, F., Peattie, K. (2009). *Sustainability Marketing*. West Sussex: Wiley (**optional**).

Please see the instructor's syllabus or check COTR's online text calculator

<http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

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

Knowledge

- recognize the concept and terms of marketing;
- summarize that marketing is a strategic planning process that creates competitive advantage for businesses;
- express that social responsibility, ethics, natural environment and global situations are inseparable parts of marketing decisions; and
- identify key components of digital marketing.

Comprehension

- summarize fundamental marketing topics such as consumer decision making, business marketing, segmenting and targeting, marketing research and marketing decision support systems;
- recall the basic marketing mix components, including product, place, promotion, price, process, people, and physical evidence;
- articulate the role of technology in marketing decisions and customer relationship building;
- integrate social and environmental sustainability into marketing decision framework;
- show that sustainable development is a challenging task for all businesses; and
- express a global vision for marketing decisions.

Application

- apply marketing theories and sustainability principles to marketing strategy and marketing mix assignments;
- apply marketing theories and sustainability principles to the final marketing plan;
- apply marketing theories and sustainability principles to classroom and online discussions; and
- apply digital marketing concepts in a simulation environment.

Analysis

- analyze how businesses should come up with corresponding strategies in their marketing initiatives when faced with such issues as climate change, natural resource depletion, environment deterioration and corporate scandals, etc; and
- analyze successful examples of how businesses have adapted their marketing strategies to reflect their consideration of sustainable development and how such strategic adjustment has contributed to their business performance.

Evaluation

- evaluate the weight of environmental and social sustainability consideration in corporate marketing strategies;
- assess the ideas and work of other group members and classmates; and
- evaluate various parts of the team marketing plan. Decide if sustainability has been a major consideration in the plan and how it will contribute to personal business performance.

Teamwork and Communication

- participate in classroom discussions, presentations, and online forums; and
- work on marketing plan that targets on analyzing sustainable marketing strategies with team members.

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.

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 for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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.