



## **COURSE OUTLINE**

### **MKTG 231 MARKETING MANAGEMENT**

**3 CREDITS**

PREPARED BY: Sara McPhee-Knowles, Instructor

DATE: June 10, 2020

APPROVED BY: Ernie Prokopchuk, Dean

DATE: August 7, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>.

## Marketing Management

---

**INSTRUCTOR:** Sara McPhee-Knowles **OFFICE HOURS:** Wed, 11 AM-12 PM

**OFFICE LOCATION:** Zoom **CLASSROOM:** Online

<https://yukoncollege.zoom.us/j/4381974700>

**E-MAIL:** smcpheeknowles@yukonu.ca **TIME:** Wed, 1:00-2:30 PM

**TELEPHONE:** 456-8639 **DATES:** Sept 2-Dec 2, 2020

---

### COURSE DESCRIPTION

This course is designed to provide the student with a broad introduction to the marketing discipline. The role and practice of marketing within an organization will be explored using conceptual and applied aspects. Communication and leadership skill development will also be emphasized throughout.

### PREREQUISITES

None.

### RELATED COURSE REQUIREMENTS

You will need to have access to the Internet and a computer, with a webcam and microphone, to complete this course.

### EQUIVALENCY OR TRANSFERABILITY

MKTG 231 is transferable within the BCCAT system.

### LEARNING OUTCOMES

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

1. Understand the role and practice of marketing within organizations.
2. Define and apply knowledge of key marketing concepts including, mission statements, SWOT analysis, segmentation, targeting, positioning and branding.
3. Work collaboratively and creatively to research and solve marketing problems through the creation of a marketing plan.

4. Develop leadership skills using marketing principles.
5. Develop selling skills and demonstrate proficiency in delivering targeted sales presentations.
6. Critically evaluate and develop ethical and socially responsible marketing communications.
7. Model the professional conduct required of marketing practitioners.

### **COURSE FORMAT**

MKTG 231 introduces the student to core principles and theories in the marketing discipline. This course is offered online, in a blended format: students are responsible for reviewing modules on their own ahead of scheduled online class times. Modules, which may include online readings, recorded lectures, or videos, will be posted on YukonU's Learning Management System (Moodle). Online class times will be interactive and feature student presentations, break out groups and discussions.

Email and frequent Internet access are an important part of this course. The instructor will communicate through email and Moodle. Using online tools and resources is an important part of this course.

### **ASSESSMENTS:**

#### **Assignments (50%)**

You are responsible for two assignments in this course.

- Individual sales presentation (15%): Each student will be required to present a sales pitch to the online class.
- Team marketing plan (35%): The course's major assignment, to be completed in groups, provides an opportunity for students to apply the strategic marketing process.

Assignments are required to be submitted to the instructor on their due date in Moodle, with presentations taking place in class. Late assignments will have 2.5% deducted for each day they are late to a maximum of 15%. Assignments handed in more than 5 days late will not be accepted. As the individual presentation can only be

evaluated in class, missing your date will require you to present the following week, and therefore result in a penalty of 25% (7 days x 2.5%/day).

For detailed instructions on the two assignments, please see the assignments module in Moodle.

**Participation & Professionalism (10%)**

Success in this course requires active, positive and, professional engagement in class exercises and discussions that reflect thoughtful consideration of course material. A participation/professionalism grade will be assigned to each student after each class as per the rubric posted in Moodle.

**Quizzes (15%)**

Quizzes will cover concepts covered in the previous class. Quizzes will be completed in Moodle.

**Final Exam (25%)**

The final exam will cover material from lectures, in class discussions, and peers' presentations. The final exam will take place online in Moodle and will be open book, but must be completed individually.

**EVALUATION:**

Assignments	50%
Participation	10%
Quizzes	15%
Final Exam	25%
Total	100%

**REQUIRED TEXTBOOKS AND MATERIAL**

There is no text required for this course; online readings, lectures and/or videos will be posted on Moodle and must be reviewed before class.

Participation in Moodle quizzes and online class sessions requires a computer with a microphone and webcam and access to the Internet. Word processing and presentation software will be required to complete assignments.

## **ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

## **PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the University.

## **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukonu.ca/yfnccr](http://www.yukonu.ca/yfnccr).

## **ACADEMIC ACCOMMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should

contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

**TOPIC OUTLINE**

Week 1	Course Introduction
Week 2	Personal Selling
Week 3	Strategic Marketing Framework - 5C's, SWOT <i>**Selling Presentations Begin**</i>
Week 4	Strategic Marketing Framework -Segmentation
Week 5	Strategic Marketing Framework -Targeting and Audience Personas
Week 6	Strategic Marketing Framework - Positioning
Week 7	Strategic Marketing Framework - The Four Ps
Week 8	Marketing Plan Intensive <i>** Selling Presentations End**</i>
Week 9	Branding
Week 10	Re - Branding
Week 11	Ethics and Social Responsibility
Week 12	Exam Review
Week 13	Team Marketing Plan – Group Feedback
<b>Dec 9-15</b>	<b>Final exam available in Moodle</b>