



School of Business & Leadership
MKTG 231
Marketing Management
Fall, 2021
3 Credits

Course Outline

INSTRUCTOR: Patrick Rouble

E-MAIL: prouble@yukonu.ca

Office appointments can be made for after class on Wednesdays.

Class times: Monday & Wednesday Room A2402

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.

COURSE REQUIREMENTS

Prerequisite(s): *None*

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, 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 in class. Students are responsible for reviewing modules on their own ahead of scheduled class times. Modules, which may include online readings, recorded lectures, or videos, will be posted on YukonU's Learning Management System (Moodle). 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.

Delivery format

This course will be delivered in an in person in class format. Students will be required to attend class Monday and Wednesday, 1:00-2:20. Students are required to inform the instructor (prouble@yukonu.ca) if they anticipate being absent. This must be done prior to class.

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 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.

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. It must be completed individually.

EVALUATION

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

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

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 INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

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 by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@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
Dec 9-15	Final exam available in Moodle