

 Yukon University	School of Business and Leadership
	MKTG 231
	Marketing Management
	Term: Fall 2023 Number of Credits: 3
Course Outline	

**INSTRUCTOR:** Sara McPhee-Knowles

**E-MAIL:** [smcpheeknowles@yukonu.ca](mailto:smcpheeknowles@yukonu.ca)

**PHONE:** 867-456-8639

**OFFICE:** A2433, office hours by appt

**CLASS:** Wed and Fri, Sept 3 to Dec 5, 1-2:20 PM, A2601

**FINAL EXAM:** Dec 10, 1-4 PM

## 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:

- Understand the role and practice of marketing within organizations.
- Define and apply knowledge of key marketing concepts including, mission statements, SWOT analysis, segmentation, targeting, positioning and branding.
- Work collaboratively and creatively to research and solve marketing problems.
- Develop leadership skills using marketing principles.
- Develop selling skills and demonstrate proficiency in persuasively presenting to an audience.
- Critically evaluate and develop ethical and socially responsible marketing communications.
- Model the professional conduct required of marketing practitioners.

## **COURSE FORMAT**

### **Weekly breakdown of instructional hours**

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

It is expected that this course will require 3-7 hours of additional time per week, with some variation throughout the term, spent on reading, reviewing modules, and completing assignments. It is important to note that the time required will vary by individual.

Reliable Internet access is 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 a blended format. Students will be required to attend scheduled, in person sessions and complete asynchronous online activities.

## **EVALUATION**

Assignments	60%
Final exam	25%
Participation and Professionalism	15%
Total	100%

Assignments may include

- Working through case studies, writing reports and presenting
- Working in groups on marketing problems
- Self and peer assessment of team and individual work
- Self-reflection

Participation & Professionalism (15%)

- Success in this course requires active, positive and, professional engagement in class exercises and discussions that reflect thoughtful consideration of course material.

Final Exam (25%)

- The final exam will cover material from lectures, in class discussions, and peers' presentations. The final exam will take place in person and must be completed individually.

Students may use AI in a socially responsible and respectful way. Any use of AI in preparing assignments [www.yukonu.ca](http://www.yukonu.ca)

must be accompanied by a statement explaining how AI was used to augment the student's own work and why. Uncited or unauthorized use of generative AI as a substitute for substantive student work constitutes academic misconduct as defined in Yukon University's Academic Regulations.

Students are encouraged to ask for an extension for any reason before the assignment due date. Late assignments will have 3% 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 21% (7 days x 3%/day).

## **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 modules requires a computer 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.

## **ACCESSIBILITY AND ACADEMIC ACCOMMODATION**

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: [access@yukonu.ca](mailto:access@yukonu.ca).

## TOPIC OUTLINE

Week 1	Course Introduction and AI critical literacy
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	Project presentations
<b>Final exam</b>	<b>December 10, 2025</b>