

 Yukon University	School of Business and Leadership
	MKTG 231
	Marketing Management
	Term: Fall 2026
	Number of Credits: 3
Course Outline	

INSTRUCTOR: Dr. Sara McPhee-Knowles

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OFFICE: A2433, office hours Wed, 2:30-4

CLASS: Wed and Fri, Sept 2 to Dec 4, 1-2:20 PM, A2601

FINAL EXAM: Fri, Dec 11, 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 core principles and theories in the marketing discipline. Class will be interactive and feature student presentations, hands-on problem solving and discussions, with an expectation that you complete independent writing, reflection and group work outside of class time. Modules, which may include readings, recorded lectures, or videos, will be posted on YukonU's Learning Management System (Moodle).

This course meets twice a week for 1.5 hours. I expect 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. The time you need for this work will vary individually, depending on your background, skills and prior experience with the material. If you have questions, please reach out.

Reliable Internet access is an important part of this course. I will communicate with you through email and Moodle. Using online tools and resources is an important part of this course. If you have difficulties accessing your YukonU email or Moodle, please contact IT for help early on in the semester.

Delivery format

This course is delivered in person. You are required to attend face-to-face sessions on campus and complete course work outside of class time.

EVALUATION

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

Assignments may include

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

Participation & Professionalism (15%)

Active participation in this course is required for everyone to have a positive learning experience. You are expected to show up, work hard, and participate fully. You are also expected to interact with knowledge holders, fellow classmates, and me in a positive, respectful and reciprocal manner, honouring the procedures, protocols and ways of expressing and embodying knowledge.

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.

AI Policy:

You are strongly discouraged from using AI tools in this course. Critical evaluation is a core learning outcome and developing independent critical thinking and problem-solving skills is central in your education. Should you choose to use AI in any form, you must be prepared to 'show your work.' Using AI without attribution is a violation of academic integrity. Any use of AI in assignments must be accompanied by a comprehensive statement explaining how and why AI was used to augment your own work, including a description of the AI tool used, prompts, how you verified the accuracy of the information, and citations. You may be asked to provide a version history or further rationale after you have submitted your assignment.

Late Policy:

Please ask for an extension for any reason before the assignment due date; I want to be flexible and work with you proactively. Assignments submitted late without requesting an extension will have 15% deducted and an automatic 7-day extension applied. Assignments handed in more than 7 days late will not be accepted.

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.

Using Moodle 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.

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
Final exam	December 11, 2026