

**COURSE OUTLINE**

**MKTG 231**

**Marketing Management**

3 **CREDITS**

PREPARED BY: Sara McPhee-Knowles, Instructor DATE: December 11, 2019

APPROVED BY: Stephen Mooney, Interim Dean DATE: December 19, 2019

APPROVED BY ACADEMIC COUNCIL: Click or tap to enter a date

RENEWED BY ACADEMIC COUNCIL: Click or tap to enter a date





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Academic Council, Governance Office

Academic Council MyYC: Policies, Procedures and Forms

**MARKETING MANAGEMENT**

**INSTRUCTOR: Sara McPhee-Knowles OFFICE HOURS: Thurs, 1:30-2:30 PM**

**OFFICE LOCATION: A2433 CLASSROOM**: **A2400**

**E-MAIL:** [**smcpheeknowles@yukoncollege.yk.ca**](mailto:smcpheeknowles@yukoncollege.yk.ca) **TIME: Thurs, 8:30 - 11:30 AM**

**TELEPHONE: 456-8639 DATES: January 9 - April 16**

**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**

**None.**

**EQUIVALENCY OR TRANSFERABILITY**

MKTG 231 is transferable within the BCCAT system.

**LEARNING OUTCOMES**

By the end of this 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 program and aims to introduce the student to core principles and theories in the marketing discipline. Classes will be highly interactive and feature student presentations, break out groups and discussions. Most classes will also include short lectures which will be supported by PowerPoint slides made available to the student. As there is no mandatory text for the class, it is vital that students attend class, access additional online materials and readings, take good notes, and actively engage the material through the break out groups and discussions. It is also equally important that students continue to engage class material after class through their own research and inquiry.

**ASSESSMENTS:**

**Assignments (50%)**

You are responsible for two assignments in this course: a sales pitch presentation – done individually, and a marketing plan and presentation, done as a group.

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

Marketing Plan Report 20%

Presentation 15%

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 5% deducted for each day they are late to a maximum of 25%. 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 35% (7 days x 5%/day).

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

**Quizzes and Exams (40%)**

There will be several quizzes and a final exam. Both will cover material presented in class and through student presentations.

Quizzes (15%): Quizzes will cover concepts covered in the previous class.

Quizzes will be available on Moodle immediately after class and must be complete before class the following week.

Exam (25%): The final exam will cover material from lectures, in class discussions, and peers’ presentations.

Examples of valid reasons for missing the exam or presentation include personal illness (a doctor’s note may be requested as supporting documentation) or absence required by your employer (a letter from your employer may be requested as supporting documentation). Only one such deferral is allowed. If you have concerns about an upcoming assignment or exam, please speak with me before the due date. If no valid reason is given for missing the exam or presentation, your mark on that evaluation will be “0.”

**Participation and 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 provided. As MKTG 231 is offered through a professional program, students must behave professionally during class. Each student will be given a mark each class for their professionalism and participation that day based on the rubric provided below. Distracting and/or unprofessional behaviours will impact negatively on this grade.

Your learning experience depends on personal participation and involvement. Sharing perceptions and ideas with others is central to learning. Be prepared to take some risks and to be supportive of others’ efforts to do the same. You will be expected to attend class, to take notes, and to contribute to the class by actively participating in the discussions and exercises. Classes are three hours in length, and as class content is conveyed almost entirely through lectures/discussion (there is no accompanying text), missing a class means that you will have missed a great deal of material.

**EVALUATION:**

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| --- | --- |
| **Participation and Professionalism** | **10%** |
| **Team Marketing Plan** | **35%** |
| **Individual Selling Presentation** | **15%** |
| **Quizzes** | **15%** |
| **Final Exam** | **25%** |
| **Total** | **100%** |

**REQUIRED TEXTBOOKS AND MATERIAL**

There is no text required for this course; online readings or videos may be posted on Moodle and must be reviewed before class. Students are also expected to come to class having accessed, and thought about, the class slides made available to students before each class.

**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 College.

**YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College 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 College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.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 College Academic Regulations (available on the Yukon College 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@yukoncollege.yk.ca](mailto:lac@yukoncollege.yk.ca).

**TOPIC OUTLINE**

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| **DATE** | **TOPICS/READINGS** |
| Week 1 | Course Introduction  - Marketing defined  - Orientations to the marketplace  - Principal tasks |
| Week 2 | Personal Selling  - 8 stage selling process model |
| Week 3 | Strategic Marketing Framework  - 5C’s, SWOT  *Selling* *Presentations Begin* |
| 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  *\*\* Selling Presentations End\*\** |
| Week 8 | Ethics and Social Responsibility in Marketing |
| Week 9 | Marketing Plan Intensive  - Team marketing plan presentation example  - Review of marketing plans |
| Week 10 | Branding  - Brand association maps  - Brand personification  - Symbols |
| Week 11 | Re - Branding  - Brand positioning  - Emotions and Branding |
| Week 12 | Exam Review |
| Week 13 | Team Marketing Plan Presentations |
| **Apr 23** | **FINAL EXAM** |