



## MKTG-281 – Principles of Marketing

### Business

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2025-03-01

**Program Area:** Business Management

#### Description:

To gain an overview of the marketing process as it applies to marketing products and/or services in public, private and not-for-profit organizations. At the end of the course, the students will recognize the seven P's of marketing and the interrelationships between marketing and overall business practices. This course provides an introduction to other more advanced courses in the College of the Rockies Business Management program.

#### Program Information:

This course is required in the General Management, Marketing and the Tourism and Recreation Management programs. It is a prerequisite for other marketing courses.

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	

Co-op/Work Experience	
Other	
<b>Total</b>	<b>45</b>

### Course Requisites:

- Completed at least 1 of the following:
  - ENST 12 – English Studies 12
  - ENFP 12 – English First Peoples 12
  - ENGL090 – English – Provincial Level

### Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

### Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

### Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Wilson, K., & Rackley, J. (2019). *Modern Marketing Principles*. STUKENT Press

Belz, F., Peattie, K. (2009). *Sustainability Marketing*. West Sussex: Wiley **(optional)**.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

## Learning Outcomes:

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

### Knowledge

- recognize the concept and terms of marketing;
- summarize that marketing is a strategic planning process that creates competitive advantage for businesses;
- express that social responsibility, ethics, natural environment and global situations are inseparable parts of marketing decisions; and
- identify key components of digital marketing.

### Comprehension

- summarize fundamental marketing topics such as consumer decision making, business marketing, segmenting and targeting, marketing research and marketing decision support systems;
- recall the basic marketing mix components, including product, place, promotion, price, process, people, and physical evidence;
- articulate the role of technology in marketing decisions and customer relationship building;
- integrate social and environmental sustainability into marketing decision framework;
- show that sustainable development is a challenging task for all businesses; and
- express a global vision for marketing decisions.

### Application

- apply marketing theories and sustainability principles to marketing strategy and marketing mix assignments;
- apply marketing theories and sustainability principles to the final marketing plan;
- apply marketing theories and sustainability principles to classroom and online discussions; and
- apply digital marketing concepts in a simulation environment.

### Analysis

- analyze how businesses should come up with corresponding strategies in their marketing initiatives when faced with such issues as climate change, natural resource depletion, environment deterioration and corporate scandals, etc; and
- analyze successful examples of how businesses have adapted their marketing strategies to reflect their consideration of sustainable development and how such strategic adjustment has contributed to their business performance.

### Evaluation

- evaluate the weight of environmental and social sustainability consideration in corporate marketing strategies;

- assess the ideas and work of other group members and classmates; and
- evaluate various parts of the team marketing plan. Decide if sustainability has been a major consideration in the plan and how it will contribute to personal business performance.

### **Teamwork and Communication**

- participate in classroom discussions, presentations, and online forums; and
  - work on marketing plan that targets on analyzing sustainable marketing strategies with team members.
- 

### **Course Topics:**

Introduction to Marketing

Marketing Research

Segmentation and Target Marketing

Positioning

The Buyer Behavior Process

Introduction to Product Management

Services Marketing

Brands and Brand Management

Retail

Pricing

Promotions

Digital Marketing and SEO

Social Media Marketing

Distributing Products

The Marketing Environment

The Marketing Plan

*See instructor syllabus for the detailed outline of weekly readings, activities and assignments.*

## Evaluation and Assessments

### Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Assignments (case studies and marketing plan)	50%
Midterms	30%
Final Exam	20%
Total	100%

### Assessment Type: Online

Assessment Type	% of Total Grade
Assignments (case studies and marketing plan)	40%
Midterm	20%
Online Discussion & Participation	20%
Final Exam	20%
Total	100%

## Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Pass requirements:** None

**Evaluation Notes:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

### Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

### Academic Policies:

College of the Rockies policies related to courses can be found at

<https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
  - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
  - Policy 2.5.8 Academic Performance
  - Policy 2.5.3 Grade Appeal
  - Policy 2.4.9 Student Concerns Re Faculty
- 

### **Equivalent Course(s) and Course Code Changes**

Prior Course Code: BUAD 105 >> MKTG 281

Date changed: September 2010

### **Course Changes:**

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.