**COLLEGE OF THE ROCKIES**

# MKTG-281 – Principles of Marketing

## Business

**Effective Term & Year:** Fall 2023
**Course Outline Review Date:** 2028-03-01

**Program Area:** Business Management

**Description:**

This course defines and examines the marketing process as it applies to marketing products and services in public, private and not-for-profit organizations.  Students gain insight into the complex and interdependent variables involved in developing successful marketing strategies.  Through case studies, online discussion, simulation, and in class activities, students will plan a marketing strategy for a specific target audience taking into consideration current trends in product mix, communications, and technology.

**Program Information:**

This course is required in the General Management, Marketing, 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 | |
| Total | 45 |

## Course Requisites:

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

**Flexibile Assessement:** 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 either British Columbia or Alberta institutions, please see https://www.bctransferguide.ca/ or https://transferalberta.alberta.ca . For more transfer credit information, please visit https://www.cotr.bc.ca/Transfer

All requests for course transfer credit from institutions in British Columba or elsewhere should go to the College of the Rockies Enrolment 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:

Dhruv Grewal, Michael Levy: *Marketing,* with Connect, McGraw-Hill, 2022

Open-Source TextBook:

*Grayson, R: Foundations in Digital Marketing, BCcampus, 2023*

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

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## Learning Outcomes:

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

- Describe the marketing functions and its interrelationship within other business functions;
- Apply and align marketing activities with principles of business sustainability;
- Demonstrate adaptability using multiple strategies to address marketing problems and opportunities;
- Examine the role of technology in marketing decisions and customer relationship building;
- Apply digital marketing metrics to measure the return on marketing efforts;
- Develop a marketing strategy for a specific target market that identifies opportunities and meets marketing objectives; and
- Apply written and oral communication skills, employing methods appropriate to message, audience, and context.

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## 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 |

**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.