

MK170
Marketing Principles

3 Credits

Instructor: Ken Rutherford; Oludamola Durodola
780 871 5768; 780 871 5431

Original Developer: Barton Ottoson

Current Developer: Ken Rutherford; Oludamola Durodola

Reviewer: Ben Acquaye

Created: 14/10/2005

Revised: 23/07/2015

Approval: 23/07/2015

The Implementation Date for this Outline is 01/09/2015

Copyright©LAKELAND COLLEGE. Email: admissions@lakelandcollege.ca
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400
Toll-free in Canada: 1 800 661 6490



MK170 Version: 7



Marketing Principles

Calendar Description

This course is designed to develop knowledge and understanding of marketing techniques. It includes analysis of marketing operations, product assortment, price structure, channel of distribution, and promotion of goods and services.

Rationale

This course is a required course for all majors of the Business Administration Diploma program. In a business firm, marketing generates the revenue that is managed by the financial people and used by the production people in creating products and services. The challenge of marketing is to generate those revenues by satisfying the customer's wants at a profit and in a socially responsible manner. Marketing is not limited to business - whenever you try to persuade someone to do something, you are engaging in a marketing activity.

The course provides the knowledge base in the area of marketing upon which the student can build through either further course work or practical experience.

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

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

1. explain how marketing applies to business and non business and the factors that drive customer satisfaction.
2. describe and explain how external, largely uncontrollable environmental forces, demographic, economic, political, legal, social, cultural, competitive and technological factors influence the management of a company's various programs.

3. explain how the success of a company and its marketing program depend upon extensively understanding consumer needs and consumer behavior.
4. discuss the importance of understanding the concept of target market and market segmentation for successfully marketing of the company's products and services.
5. explain the importance of product planning, branding, packaging and services for business success.
6. discuss the importance of advertising, promotion, public relations and personal selling in successfully selling goods and services of a business.
7. describe and explain a company's marketing system - how products and services are distributed and priced to satisfy various segments of the target market.

Resource Materials

Required Text:

Crane, F., Kerin, R., Hartley, S., & Rudelius, W. (2014). Marketing (9th Canadian ed.)

McGraw-Hill Ryerson, Canada. eText: ISBN-1 3 9781259033841, ISBN- 10 1259033848.

Print: ISBN-10 0-07-087869-2, ISBN- 13 978-0-07-087869-3.

Optional Courseware (Instructor's Option)

Instructor prepared courseware (Study Guide, Supplemental Reading, Simulation Exercises, Self-Assessment Quizzes, Project Booklet, etc.) is available for purchase in the Bookstore.

Conduct of Course

This course consists of 30 hours of lecture and 15 hours of lab and class discussion.

The class discussion and lectures are conducted on the assumption that each student has adequately prepared the required material in advance.

Students should budget approximately one hour of time in preparation for each hour of class time.

Active participation in class is expected.

Grading of written work places emphasis on both content and style.

Assignments handed late will be penalized 25%, for each day submitted late

If a student misses an exam and has not taken prior permission to write at a later date, the student will not be entitled to write the exam

There are no rewrites for students who have failed an exam or an assignment.

Evaluation Procedures

The final grade is an aggregate of the following components:

Exam I & II	30%
Final Exam	35%
Project - planning and marketing of a product or service	25%
In Class Quizzes	<u>10%</u>
Total	100%

Any changes to the evaluation system are disclosed at the beginning of the course.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Attendance

Regular attendance is essential for success in any course. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor attendance may result in the termination of a student from a course(s).

The instructor will recommend that the Registrar withdraw any student who does not meet the established attendance requirements. A failing grade of RW (Required to Withdraw) will appear on the student's transcript.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Instructors have the authority to require attendance at classes.

Course Units/Topics

Part 1	Marketing Customer Value, Satisfaction, Relationships & Experience	Chapter 1
	Developing Successful Marketing Strategies	Chapter 2
	Scanning the Marketing Environment	Chapter 3
	Ethics and Social Responsibility in Marketing	Chapter 4
Part 2	Consumer Behaviour	Chapter 5
	Organizational Markets and Buyer Behaviour	Chapter 6
Part 3	Market Segmentation, Targeting, and Positioning	Chapter 9
Part 4	Developing New Products and Services	Chapter 10
	Managing Products and Brands	Chapter 11
	Managing Services	Chapter 12
	Pricing Products and Services	Chapter 13
	Managing Marketing Channels and Supply Chains	Chapter 14
	Integrated Marketing Communications and Direct Marketing	Chapter 16
	Advertising, Sales Promotion, and Public Relations	Chapter 17
	Personal Selling and Sales Management	Chapter 18
	Pulling It All Together: The Strategic Marketing Process	Chapter 19
	Using Social Media to Connect with Consumers	Chapter 20



Copyright©LAKELAND COLLEGE.
 2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700
 5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400
 Toll-free in Canada: 1 800 661 6490 E-mail: admissions@lakelandcollege.ca