

# What to Expect

## MKTG 131 Principles of Marketing

This is a general course preview. The actual course syllabus may change each term.

#### **Course Details**

#### **Format**

- •15 week course
- Not self-paced: Assignments have specific weekly deadlines
- Students login independently but will interact with classmates

#### **Orientation**

Before Class Begins

- New students must complete an online student orientation in Blackboard BEFORE the class begins.
- •Students will be emailed a login link.
- •Allow 2-3 hours to complete the orientation course.

#### **Email**

 Students should daily check their Concordia email for announcements and reminders.

#### **Attendance**

- Attendance is recorded when a discussion or assignment is posted.
- Login at least 5 times per week.



#### **Payment**

- Students will be emailed a bill after the course begins
- Payments are made online



#### **Drop Policy**

- After a course begins, the student will pay for a course, even if dropped.
- The student pays based on the number of weeks completed.
  - Week 1-5 : A percent refund
  - o Week 6-10 0% and 'W' grade
  - o Week 11-16 0% and 'F' grade

"W" Withdraw does not count in GPA

"F" Counts as a 0.0 in GPA

Course Description: Principles of Marketing studies the basics of marketing's roles in society and within the firm. This covers marketing history, the present day practices, and future projections. 3 credit hours.

#### Grading

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<b>Review Questions</b>	7%	
Discussions	10%	
Quizzes	19%	
Marketing Project	43%	
Exams	21%	



#### **Project**

A major portion of the overall grade will be determined by a project completed through several weeks of the course. In the project, students will apply concepts learned in the readings and videos from the course.

- Market Analysis of competitors (Week 4)
- Conduct a customer survey (Week 5)
- Propose a new product design (Week 8)
- A product distribution plan (Week 10)
- Develop a print ad (Week 13)

The final project (submitted week 15) is a PowerPoint including

- Description of the target market
- Results of the competitor study
- Findings of the market research
- Description of the product
- Description of the distribution plan
- Description of the pricing strategy
- Measurement of success

**Counts as...** MKTG 131 is part of the Undergraduate Business Core major.

#### **Technology Requirements**

#### **Hardware**

- Students need a laptop or desktop with reliable broadband internet access.
- The Blackboard App should be used on tablets and mobile devices.
- (Some courses) Camera & microphone may be needed for video conferencing.
- Speakers or headphones.

#### **Browser**

- Concordia uses Blackboard Learn which runs best in Firefox or Chrome.
- Disable pop-up blockers and ENABLE cookes.
- Check your browser compliance at: bit.ly/cuwaacheck





Errors are OK if they are for compliance of Java, Shockwave, and Flash.

#### Software

- A word processor is required. Office, Pages, Google docs will work.
- Some courses will require presentation or video software (PowerPoint or equivalnet).
  - Students have FREE access to Microsoft Office 365 (download / instructions)

### **Course Schedule**

Week	Readings, Videos, etc.	Graded Assignments
VVCCK	<u> </u>	• 1.1 discussion
1	<ul><li>Welcome to Marketing</li><li>Chapter 1: What is Marketing?</li></ul>	<ul> <li>Section 1.1, 1.2, 1.3, 1.4 review questions</li> <li>Week 1 objectives quiz</li> </ul>
2	Chapter 2: Strategic Planning	<ul> <li>2.1 discussion</li> <li>Section 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 review questions</li> <li>Week 2 objectives quiz</li> <li>Exam 1</li> </ul>
3	<ul> <li>Welcome to Your Marketing Project</li> <li>Chapter 5: Market Segmenting, Targeting and Positioning</li> </ul>	<ul> <li>Project: Proposal and Competitors</li> <li>3.1 discussion</li> <li>Section 5.1, 5.2, 5.3, 5.4 review questions</li> <li>Week 3 objectives quiz</li> </ul>
4	<ul> <li>Chapter 3: Consumer Behavior: How People Make Buying Decisions</li> <li>How to Perform Your Competitor Analysis</li> </ul>	<ul> <li>Project: Competitor Analysis</li> <li>Section 3.1, 3.2, 3.3, 3.4, 3.5 review questions</li> <li>Week 4 objectives quiz</li> </ul>
5	<ul> <li>Chapter 10: Gathering and Using Information: Market Research</li> <li>Conducting Market Research for Your Project</li> </ul>	<ul> <li>5.1 discussion</li> <li>Project: Survey Questions</li> <li>Section 10.1, 10.2 review questions</li> <li>Week 5 objectives quiz</li> </ul>
6	Reporting and Interpreting Your Survey     Data	<ul><li>Project: Market Research</li><li>Week 6 objectives quiz</li><li>Exam 2</li></ul>
7	Chapter 6: Creating Offerings	<ul> <li>7.1 discussion</li> <li>Section 6.1, 6.2, 6.3, 6.4, 6.5 review questions</li> <li>Week 7 objectives quiz</li> </ul>
8	<ul><li>Identifying Your Product</li><li>Chapter 7: Developing and Managing Offerings</li></ul>	<ul> <li>Section 7.1, 7.2 review questions</li> <li>Project: New Product Creation</li> <li>Week 8 objectives quiz</li> </ul>
9	<ul> <li>Chapter 8: Using Marketing Channels to Create Value</li> </ul>	<ul> <li>9.1 discussion</li> <li>Section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 review questions</li> <li>Week 9 objectives quiz</li> </ul>
10	<ul><li> Chapter 9: Using Supply Chains to Create Value</li><li> The Distribution Plan</li></ul>	<ul> <li>Section 9.1, 9.2, 9.3, 9.4 review questions</li> <li>Project: Distribution Plan</li> <li>Week 10 objectives quiz</li> <li>Exam 3</li> </ul>
11	<ul> <li>Chapter 11: Advertising, Marketing Communications, and Changing Media</li> <li>Communication Appeals and Tactics</li> </ul>	<ul> <li>11.1 discussion</li> <li>Section 11.1, 11.2, 11.3, 11.4, 11.5 review questions</li> <li>Week 11 objectives quiz</li> </ul>
12	<ul> <li>Chapter 12: Public Relations and Sales Promotions</li> <li>Media and Public Relations: A Primer</li> </ul>	<ul> <li>12.1 discussion</li> <li>Section 12.1, 12.2 review questions</li> <li>Week 12 objectives quiz</li> </ul>
13	<ul><li>Chapter 13: Professional Selling</li><li>Creating a Print Ad</li></ul>	<ul> <li>Project: Print Ad</li> <li>Section 13.1, 13.2, 13.2, 13.4, 13.5, 13.6 rev.questions</li> <li>Week 13 objectives quiz</li> </ul>
14	<ul><li>Ch. 15: Price, the Only Revenue Generator</li><li>Presenting your marketing plan</li></ul>	<ul> <li>Section 15.1, 15.2, 15.3 review questions</li> <li>Project: Pricing Assignment</li> <li>Week 14 objectives quiz</li> </ul>
15	• None	<ul><li>Project: Presentation</li><li>Exam 4</li></ul>