

MRK106 Marketing I - Seneca College
Addendum (Weekly Schedule) - Summer 2020
*Tuesday 8:55am – 9:45am Web * Thursday 1:30pm – 3:15pm Web*

Week	Date	Class Topic	Textbook Chapter Readings	Evaluations
1	May 19	Course Introduction + Professionalism Policy Introduction to Connect / LearnSmart Marketing: What Marketing Is and Is Not Skills Needed to be a Marketer	Chapter 1	<i>Reminder: buy textbook and get access to Learning Smart (LS) online</i>
	May 21	Creating Customer Value, Relationships, & Experiences Through Marketing	Chapter 1	DB due Sunday May 24 night (2%)
2	May 26	Developing Successful Marketing Strategies	Chapter 2	
	May 28	Developing Successful Marketing Strategies	Chapter 2	LS for Ch2 due May 28 night (2%) DB due Sunday May 31 night (2%)
3	Jun 2	Scanning the Marketing Environment	Chapter 3	
	Jun 4	Scanning the Marketing Environment	Chapter 3	LS for Ch3 due Jun 4 night (2%) DB due Sunday Jun 7 night (2%) Reflective Summary due in DB (2%)
4	Jun 9	Ethics & Social Responsibility for Sustainable Marketing	Chapter 4	LS for Ch4 due Jun 9 night (2%)
	Jun 11	Consumer Behaviour	Chapter 5	DB due Sunday Jun 14 night (2%)
5	Jun 16	Consumer Behaviour	Chapter 5	LS for Ch5 due Sep 16 night (2%)
	Jun 18	Understanding Organizations as Customers	Chapter 6	LS for Ch6 due Jun 18 night (2%) DB due Sunday Jun 21 night (2%)
6	Jun 23	Reaching Global Markets	Chapter 7	
	Jun 25	Reaching Global Markets	Chapter 7	LS for Ch7 due Jun 25 night (2%) DB due Sunday Jun 28 night (2%) Reflective Summary due in DB (2%) Textbook Reading Assignment (1/2) due Sunday Jun 28 night (15%)

Study Week – No Class (June 29 – July 3)				
7	July 7	Marketing Research	Chapter 8	
	July 9	Marketing Research	Chapter 8	LS for Ch8 due July 9 night (2%) DB due Sunday July 12 night (2%)
8	July 14	Market Segmentation, Targeting & Positioning	Chapter 9	
	July 16	Market Segmentation, Targeting & Positioning	Chapter 9	LS for Ch9 due July 16 night (2%) DB due Sunday July 19 night (2%)
9	July 21	Developing New Products & Services	Chapter 10	
	July 23	Developing New Products & Services	Chapter 10	LS for Ch10 due July 23 night (2%) DB due Sunday July 26 night (2%) Reflective Summary due in DB (2%)
10	July 28	Pricing Products & Services	Chapter 13	
	July 30	Pricing Products & Services	Chapter 13	LS for Ch13 due July 30 night (2%) DB due Sunday Aug 2 night (2%)
11	Aug 4	Retailing	Chapter 15	
	Aug 6	Integrated Marketing Communications & Direct Marketing	Chapter 16	DB due Sunday Aug 9 night (2%) Reflective Summary due in DB (2%) Textbook Reading Assignment (2/2) due Sunday Aug 9 night (15%)
12	Aug 11	Final Assessment		
	Aug 13	Final Assessment		Final Assessment (20%)

Textbook Requirements and Options:

Access to Connect is required to complete online course assignments.

Textbook Package with Connect Access Code:

Marketing with Connect Access Card, by Crane, Kerin, Hartley, and Rudelius, McGraw-Hill Education, 2017, 10th Canadian edition.

Package ISBN 9781259270901

Alternative eBook option with Connect:

Connect Access Code for Marketing by Crane, ISBN 9781259272257, can be purchased from your College Bookstore. Connect Access can also be conveniently purchased online for \$89 when you register for Connect - details will be provided during your first class.

Additional Loose Leaf option for Student's who have purchased Connect Access:

Students who purchase Connect access are eligible to order a discounted colour loose-leaf version of the text for an additional \$30, direct from McGraw-Hill Education. The link to purchase the loose-leaf can be found within the Connect course - details will be provided during your first class.

Connect for Marketing by Crane includes: the online interactive eBook for Marketing, SmartBook plus the Students Study Resources.

Student Support for Connect:

Visit <http://www.connectstudentsuccess.com/> for Connect registration instructions, Connect Student Q&A and Searchable Q&A, troubleshooting and system requirements.

To submit a support ticket with the McGraw-Hill Care Centre, visit www.mheducation.ca/support or call 1-800-331-5094

NOTE: Students are responsible for reading the indicated chapters prior to attending class.

Learning Outcomes

1. Explain how the marketing mix (4Ps: product, price, promotion, and place) meets the needs of a target market.
2. Explain the role of market segmentation, target marketing and positioning in marketing strategy development.
3. Examine the trends and forces in the external marketing environment and how they affect marketing decision making.
4. Discuss how consumer product classifications, the product life cycle (PLC) and the consumer adoption process affect marketing strategy decisions.
5. Describe the new product development process.
6. Explain how ethics and social responsibility play an important role in the field of marketing.
7. Discuss marketing from a global perspective.
8. Describe how business markets differ from consumer markets.
9. Examine the role of market research in order to gain insights and take marketing actions.

Modes of Evaluation

EVALUATION TYPE	DESCRIPTION & REQUIREMENTS	% VALUE OF TOTAL GRADE
Learning Smart (LS) quizzes (Ch 2, 3, 4, 5, 6, 7, 8, 9, 10, 13)	2% x 10 times <u>Note:</u> These online quizzes are provided by McGraw-Hill (textbook publisher) which are adaptive and personalized based on the reader's comprehension of material.	20%

Textbook Reading Assignment	15% x 2 times <u>Note:</u> These are chapter-end questions that you need to complete, under the “ Applying Marketing Knowledge ” section. You submit it 2 times in this course. The first one at the end of week 6, and the 2 nd one at the end of week 11.	30%
Weekly Discussion Board (DB)	2% X 11 times	22%
Reflective Summary (in DB)	2% x 4 times	8%
Final Assessment	Final assessment will be carried out during Aug 10 to 14. See Blackboard for details.	20%
Total		100%