

FLEMING

Course Outline

Course Title:	Marketing		
Course Number:	MKTG14	Approval Date:	2025/9/22
Course Hours:	45 hours	Academic Year:	2025
Academic School:	School of Business and Information Technology		
Program Co-ordinator or Equivalent:	Russell Turner - russell.turner@flemingcollege.ca		
Dean (or Chair):	Shadya Mahfouz - Shadya.Mahfouz@flemingcollege.ca		

Course Description

This is an introductory course in Marketing designed to provide an awareness and understanding of the role and function of marketing within an individual firm and throughout the total economy. The student is introduced to the principles and techniques of marketing and its various functional areas. The various marketing strategies utilized in product or service planning and development, pricing, distribution and promotion in response to the needs and wants identified in various markets are explored.

Prerequisites: None.

Corequisites: None.

Experiential Learning: Performance-Based Learning

Course Delivery Type

Face to face.

All course hours are delivered in person at the delivery location specified on the academic timetable.

Learning Outcomes

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

1. Demonstrate the appropriate use of marketing terminology.
2. Determine the role that the external environment has on marketing strategies.
3. Demonstrate an understanding of consumer behaviour.
4. Conduct primary and secondary marketing research and implement findings.

5. Apply market segmentation to define the target market.
6. Apply the marketing mix to develop effective marketing strategies.
7. Describe the role marketing plays in the global context.
8. Create a strategic marketing plan for management's approval in both written and verbal formats.

Learning Resources

1. Marketing: The Core" by Kerin, 14th edition
2. Various Online resources to be accessed via the WWW from time to time
3. All course materials will be posted on the D2L page for the course. Please make sure you sign into D2L regularly.

Please Note: There are sample student Marketing Plans available for review on reserve in the library. Take the time to see what past students have done.

Costs for learning resources can be found on the Campus Store website, using the links below, or by visiting the Campus Store location at your campus.

- Sutherland: <https://www.bkstr.com/sfleming-sutherlandstore/home>
- Frost: <https://www.bkstr.com/sfleming-froststore/home>

Assessment Summary

Assessment Task	Percentage
In-class activities	15%
Assignments	40%
Presentations	15%
Tests	30%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)

- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/).

Detail Plan

Term: 2025 Fall

Program Co-ordinator or Equivalent: Russell Turner - russell.turner@flemingcollege.ca

Dean (or Chair):

Shadya Mahfouz - Shadya.Mahfouz@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
	PLEASE NOTE: The optional textbook for this course is: "Marketing: The Core" by Kerin, 14th edition. The following Learning Sequence is a guideline. Although we will attempt to follow it as closely as possible, the professor may choose to modify the sequence in progress to maximize student learning and to accommodate for scheduling. Such modifications shall be announced in class.		
Module 1	Course Introduction and Marketing Fundamentals	1,2, 7, 8	
Module 2	External Marketing Environment	1, 2, 3, 5, 6, 8	On-going - Class activity
Module 3	Marketing Research and Intelligence	1, 2, 3, 7	On-going - Class activity Final Assignment Distributed
Module 4	Consumer Buying Behaviour	1, 2, 3, 4	On-going - Class activity
Module 5	Segmentation and Target Marketing	1, 2, 3, 5	On-going - Class activity)
Module 6	Product and Brand	1, 2, 3, 5, 6	On-going - Class activity
Module 7	Pricing	1 - 7	On-going - Class activity
Module 8	Services and B2B		On-going - Class activity
Module 9	Place	1, 2, 3, 5, 6	On-going - Class activity
Module 10	Global Marketing and Integrated Marketing Communications	1, 2, 3, 5, 6	On-going - Class activity

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
	NB: The professor may choose to modify the following Assessment Requirements to accommodate for scheduling and more personalized learning. Such modifications shall be announced in class.		%
Class activities	On-going	1-8	15%
PESTLE Assignment	26 September	1-8	10%
Test 1	9 Oct	1-8	15%
SWOT Assignment	10 Oct	1-7	10%
Test 2	4 Dec	1-8	15%
Marketing Plan	11, 12, 17 Dec	1-8	20%
Marketing Plan Presentation	11, 12, 17 Dec		15%

1. Faculty reserves the right to include in-class contribution as a form of assessment. Please be advised that failure or refusal by a student to participate and contribute fully to class activities and discussions will be reflected in such contribution grades. Such grades shall be based solely on faculty judgement and shall be based on both quality and quantity of student contribution to the overall learning of the class. Disruptive student behaviour may be subject to negative contribution marks.

2. Students must complete all assessment categories to pass the course.

Artificial Intelligence (AI) Statement

SOME USE. Generative AI tools (like ChatGPT) can only be used where directed in this course.

It is the responsibility of students to maintain a history of records and supporting documentation to demonstrate their efforts in all academic submissions, even if submission of these is not part of the final academic deliverable.

Turnitin Statement

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com in support of academic integrity. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

If students choose to opt out of using the software, they must inform their faculty member at the time of the assignment, of their refusal and meet with the faculty to discuss their options. For further information on the use of Turnitin, please refer to the [Operating Procedure 2-201F](https://department.flemingcollege.ca/hr/attachment/10233/download) (<https://department.flemingcollege.ca/hr/attachment/10233/download>)

Respondus Monitor Statement

This course will use Respondus Monitor as a remote proctoring tool to support the administration of electronic examinations and assessments. Fleming College has an institutional license to use Respondus Monitor, a cloud-based service and software that captures video, audio, and other data during student assessment sessions for use in monitoring students. This data is accessible to, and may be used by, authorized individuals at the college to administer student assessments and manage the academic integrity of such assessments. The Student Terms of Use for Respondus Monitor must be agreed to by users (e.g. students) prior to each use of the Respondus Monitor, available at: <https://web.respondus.com/tou-monitor-student/>

By accessing and using Respondus Monitor, you agree to the collection, use, disclosure and retention of your personal information (including personal images) by Respondus Inc. in accordance with its Privacy Policy, available at: <https://web.respondus.com/privacy-policy/>

If you have questions about the collection of your personal information, please contact the Privacy and Policy Officer at freedomofinformation@flemingcollege.ca, or visit Fleming College's [Privacy Statement](https://flemingcollege.ca/privacy-statement) (<https://flemingcollege.ca/privacy-statement>) for more information.

If students choose to opt out of using Respondus Monitor, they must inform their faculty member prior to the scheduled assessment, of their refusal and meet with the faculty to discuss their options.

Exemption Contact

Program Coordinator - Russell Turner

Email - russell.turner@flemingcollege.ca

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at freedomofinformation@flemingcollege.ca or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.

Students have a responsibility to support academic integrity. Breaches of academic integrity will normally result in a grade of ZERO for the assessment component involved. All breaches of academic integrity WILL BE reported to the Registrar.

In addition, the following guidelines have been developed to support the learning process.

1. All assignments, presentations and tests must be completed to receive credit for this course. Students must contribute substantively to group presentations. All assignments must be submitted or student will be deemed incomplete for the course.
2. Late assignments will have marks deducted at the rate of 10% per day including weekend days up to a maximum of seven days (70%) at which time they will receive a grade of ZERO. In spite of a grade of zero the student will still be required to submit the assignment to prove the completion of the required work.
3. All assignments are due at the specified due date, otherwise late marks will be deducted.
4. A significant portion of the grade is derived from group work. Students are expected to make every effort to contribute to the group work. If any student is not contributing to the success of the group, it is the responsibility of the group to address it as soon as possible. Should the group desire the Instructor's assistance in this regard, they are welcome to approach the Instructor. The Instructor will then make arrangements for a group meeting. Student contribution issues must be resolved.
5. Tests will be written during scheduled test times on the date specified by the Instructor. You are responsible for being present at ALL tests. Missed Tests and will Receive a mark of ZERO.
6. Make-up arrangements for tests and assignments are normally not permitted. However in the event of a documented illness, or an extenuating circumstance outside of the student's control, make-up provisions MAY BE PROVIDED. Allowance for make-up arrangements will only be provided if the student communicates to the faculty IN ADVANCE of the scheduled completion date and provides documentation appropriate supporting their absence.

7. Students are responsible for keeping a copy of all submitted work and records of all marked work. Students should keep returned marked work in case of a dispute. Students are expected to regularly monitor their grades on D2L and advise the Instructor as soon as possible of any question or concern.

8. Students are reminded that the Instructor is available by appointment to assist and work with the student on assignments and presentations. The Instructor would be pleased to assist. However, it is up to the student to ask. No reasonable request will be refused.

9. Students are expected to attend class. The classes are structured, scheduled and designed to provide direction in the completion of the group marketing plan. Failure to attend class will not be compensated for. For online delivery, attendance and participation is still expected.

10. Instruction, direction, changes and other news will be provided to students in a variety of media, including in-class announcements, D2L and e-mail. It is students' responsibility to maintain and check their Fleming e-mail and D2L accounts regularly. As well, they are expected to monitor and obtain learning materials and updates on D2L. The student shall be responsible for obtaining said materials and information even if he/she is absent from class.

11. Students are expected to exhibit the same level of respect during online classes as is required for in person classes.

12. Students must achieve a passing average (>50%) on the combination of their 2 tests in order to receive a passing grade in the course.