


Course Outline

School:	School of Accounting, Legal and Office Administration
Department:	Marketing & Entrepreneurship
Course Title:	Principles Of Marketing
Course Code:	MKTG 116
Course Hours/Credits:	42
Prerequisites:	N/A
Co-requisites:	N/A
Eligible for Prior Learning, Assessment and Recognition:	Yes
Originated by:	Michelle Belchetz
Creation Date:	Fall 2010
Revised by:	Lina Jaglowitz
Revision Date:	Summer 2025
Current Semester:	Fall 2025
Approved by:	

Steven Khan, Associate Dean/Dean
Business

Students are expected to review and understand all areas of the course outline. Retain this course outline for future transfer credit applications. A fee may be charged for additional copies. This course outline is available in alternative formats upon request.

Acknowledgement of Traditional Lands

Centennial is proud to be a part of a rich history of education in this province and in this city. We acknowledge that we are on the treaty lands and territory of the Mississaugas of the Credit First Nation and pay tribute to their legacy and the legacy of all First Peoples of Canada, as we strengthen ties with the communities we serve and build the future through learning and through our graduates. Today the traditional meeting place of Toronto is still home to many Indigenous People from across Turtle Island and we are grateful to have the opportunity to work in the communities that have grown in the treaty lands of the Mississaugas. We acknowledge that we are all treaty people and accept our responsibility to honor all our relations.

Course Description

This is a foundation course which introduces students to the study of contemporary marketing. The course emphasizes how marketing decisions influence customer value and the customer decision making process. Students will examine how, with an understanding of the customer, organizations build strategies to meet customer needs including product, pricing, promotion, sales and communications strategies.

External Standard Information (ESI)

N/A

Program Outcomes

Successful completion of this and other courses in the program culminates in the achievement of the Vocational Learning Outcomes (program outcomes) set by the Ministry of Colleges and Universities in the Program Standard. The VLOs express the learning a student must reliably demonstrate before graduation. To ensure a meaningful learning experience and to better understand how this course and program prepare graduates for success, students are encouraged to review the Program Standard by visiting <http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/>. For apprenticeship-based programs, visit <https://www.skilledtradesontario.ca/about-trades/trades-information/>.

Course Learning Outcomes

The student will reliably demonstrate the ability to:

1. Explain the role of the marketing function as it relates to the overall success of an organization
2. Examine how different customers have different needs and varied purchasing behaviour
3. Analyze the impact of external environmental factors (social, demographic, economic, technological, political/legal, competitive) on marketing activities
4. Evaluate the relationship among segmentation, target marketing and the marketing mix
5. Describe the components of the marketing mix (product, price, distribution, and marketing communications) and the importance of customer relationship management
6. Discuss leadership and management strategies that influence various elements and processes within an organization, understanding the importance and role of ethics
7. Explain and calculate key marketing metrics that influence marketing decisions and measure marketing effectiveness

Essential Employability Skills (EES)

The student will reliably demonstrate the ability to*:

1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
5. Use a variety of thinking skills to anticipate and solve problems.
7. Analyze, evaluate, and apply relevant information from a variety of sources.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

**There are 11 Essential Employability Skills outcomes as per the Ministry Program Standard. Of these 11 outcomes, the following will be assessed in this course.*

New Essential Skills (NES)

N/A

Global Citizenship and Equity (GC&E) Outcomes

N/A

Text and Other Instructional/Learning Materials

The costs of textbooks or other learning material are available through the Centennial College Bookstore <https://www.bkstr.com/centennialprogressstore/shop/textbooks-and-course-materials>.

Text Book(s):

Lamb, Hair, McDaniel, Boivin, Gaudet, Snow
MKTG 6th Canadian Edition.
Cengage, 2024
ISBN: 9781778413933

Online Resource(s):

MindTap website: www.cengage.ca

Please see the weekly topical outline for any Additional Learning Resources required for your section of this course.

Evaluation Scheme

- Online MindTap Quizzes / In-class Assignments: Online MindTap Quizzes AND In-class Assignments throughout the semester comprising of pair and group activities to support learning and application of key concepts and lessons.
- Individual Assignment: This first individual assignment puts into practice the lessons from the first few weeks of class focusing on the Marketing Environment and Strategic Planning.
- Group Assignment: This Final Group Assignment involves putting together a comprehensive promotional plan for a new product. The group will come up with an idea of a new product by identifying a need/opportunity and in a written report, provide a segmentation approach, competitive

overview, pricing strategy, and communication plan. There will also be an opportunity, in-class, to present a product "pitch" which will include display of a prototype, product description, target market explanation and an example of a chosen promotional strategy.

- Test #1: Multiple choice and short answer.
Individual test based on topics covered in Weeks 1, 2, 3, 4, 5.
- Test #2: Multiple choice and short answer.
Individual test based on topics covered in Weeks 6, 8, 9, 10, 11, 12.

Evaluation Name	CLO(s)	EES Outcome(s)	NES Outcome(s)	GCE Outcome(s)	Weight/100
Online MindTap Quizzes / In-class Assignments	1, 2, 4, 5, 6, 7	1, 5, 7, 9			25
Individual Assignment	1, 3	1, 7			10
Group Assignment	2, 4, 5, 6	1, 5, 7, 9			20
Test #1	1, 2, 3, 5, 7	1, 5			20
Test #2	4, 5	1, 5			25
Total					100%

If students are unable to write a test they should immediately contact their professor or program Associate Dean for advice. In exceptional and well documented circumstances (e.g. unforeseen family problems, serious illness, or death of a close family member), students may be able to write a make-up test.

All submitted work may be reviewed for authenticity and originality utilizing College approved plagiarism prevention software. Students who do not wish to have their work submitted to College approved plagiarism prevention software must, by the end of the second week of class, communicate this in writing to the instructor and make mutually agreeable alternate arrangements.

When writing tests, students must be able to produce official Centennial College photo identification or they may be refused the right to take the test or test results will be void.

Tests or assignments conducted remotely may require the use of online proctoring technology where the student's identification is verified and their activity is monitored and/or recorded, both audibly and visually through remote access to the student's computer and web camera. Students must communicate in writing to the instructor as soon as possible and prior to the test or assignment due date if they require an alternate assessment format to explore mutually agreeable alternatives.

Student Accommodation

The Centre for Accessible Learning and Counselling Services (CALCS) (<http://centennialcollege.ca/calcs>) provides programs and services which empower students in meeting their wellness goals, accommodation and disability-related needs. Our team of professional psychotherapists, social workers, educators, and staff offer brief, solution-focused psychotherapy, accommodation planning, health and wellness education, group counselling, psycho-educational workshops, adaptive technology, and peer support. Walk in for your first intake session at one of our service locations (Ashtonbee Room L1-04, Morningside Room 190, Progress Room C1-03, The Story Arts Centre Room 285, Downsview Room 105) or contact us at calcs@centennialcollege.ca, 416-289-5000 ext. 3850 to learn more about accessing CALCS services.

Use of Dictionaries

Program or School Policies

Every assignment submitted to The Business School should follow APA referencing guidelines. This is expected and standard in both the academic world and the business world.

Please visit the link for more information on APA referencing guidelines:

<https://e.centennialcollege.ca/content/enforced/42585-SOBStudentToolkits.dev/The%20Business%20School%20APA%20referencing%20guidelines.pdf>

Course Policies

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College Policies

Students should familiarize themselves with all College Policies that cover academic matters and student conduct.

All students and employees have the right to study and work in an environment that is free from discrimination and harassment and promotes respect and equity. Centennial policies ensure all incidents of harassment, discrimination, bullying and violence will be addressed and responded to accordingly.

Academic Honesty

Academic honesty is integral to the learning process and a necessary ingredient of academic integrity. Forms of academic dishonesty include cheating, plagiarism, and impersonation, among others. Breaches of academic honesty may result in a failing grade on the assignment or course, suspension, or expulsion from the college. Students are bound to the College's AC100-11 Academic Honesty and Plagiarism policy.

To learn more, please visit the Libraries information page about Academic Integrity

<https://libraryguides.centennialcollege.ca/academicintegrity> and review Centennial College's Academic Honesty Module:

https://myappform.centennialcollege.ca/centennial/articulate/Centennial_College_Academic_Integrity_Module_%202/story.html

Use of Lecture/Course Materials

Materials used in Centennial College courses are subject to Intellectual Property and Copyright protection, and as such cannot be used and posted for public dissemination without prior permission from the original creator or copyright holder (e.g., student/professor/the College/or third-party source). This

includes class/lecture recordings, course materials, and third-party copyright-protected materials (such as images, book chapters and articles). Copyright protections are automatic once an original work is created, and applies whether or not a copyright statement appears on the material. Students and employees are bound by College policies, including AC100-22 Intellectual Property, and SL100-02 Student Code of Conduct, and any student or employee found to be using or posting course materials or recordings for public dissemination without permission and/or inappropriately is in breach of these policies and may be sanctioned.

Transfer Credit, PLAR, and Pathways

Students may be eligible for transfer credit, PLAR, or pathway opportunities based on prior learning or experience. Information on eligibility and application processes is available on the College's Pathways to Credit website at <https://www.centennialcollege.ca/admissions/pathways-and-partnerships/pathways-to-credit/>.

For more information on these and other policies, please visit www.centennialcollege.ca/about-centennial/college-overview/college-policies.

Students enrolled in a joint or collaborative program are subject to the partner institution's academic policies.

PLAR Process

This course is eligible for Prior Learning Assessment and Recognition (PLAR). PLAR is a process by which course credit may be granted for past learning acquired through work or other life experiences. The PLAR process involves completing an assessment (portfolio, test, assignment, etc.) that reliably demonstrates achievement of the course learning outcomes. Contact the academic school to obtain information on the PLAR process and the required assessment.

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Topical Outline (subject to change):

ORIGINAL TOPICAL

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
1	Course Overview Introduction to Marketing	Course Outline Chapter 1	Discuss course outline & evaluations Define Marketing & the Marketing Mix Describe the evolution of marketing Explain why marketing matters	Lecture Icebreaker(s) Chapter 1 Video : What is Marketing?	MindTap Chapter 1 Quiz	
2	The External Marketing Environment Strategic Planning	Chapter 2 Chapter 3	Discuss the external environment of marketing and explain how it affects the organization Explain the importance of understanding demographic trends, multiculturalism, growing ethnic markets, state of the economy, technology's impact on marketing strategies and the influence of political/legal and competition on marketing plans Explain the importance of strategic planning, it's influence on marketing planning and the use of SWOT analysis	Lecture In class activities	MindTap Chapter 2 and Chapter 3 Quizzes	
3	Consumer Decision Making Business-to-Business Marketing	Chapter 5 Chapter 6	Explain why marketing managers should understand consumer behavior Analyze the components of the consumer decision-making process & the types of consumer buying decisions Identify and understand the cultural, social, individual and psychological factors that affect consumer buying decisions Describe business marketing Explain the differences between business and consumer marketing and explain how	Lecture Class discussions In class activities	MindTap Chapter 5 and Chapter 6 Quizzes	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
			businesses reach consumers online			
4	Segmenting, Targeting and Positioning	Chapter 7	<p>Describe the characteristics of markets and market segments</p> <p>Explain the importance of market segmentation</p> <p>Describe the bases commonly used to segment consumer markets</p> <p>List the steps involved in segmenting markets</p> <p>Explain 1-1 marketing</p> <p>Explain how and why firms implement positioning strategies and how product differentiation plays a role</p>	<p>Lecture</p> <p>Class discussions</p> <p>In Class Activities</p>	MindTap Chapter 7 Quiz	
5	Brand Management	Chapter 8	<p>Discuss the meaning of brand in-current marketing practice</p> <p>Identify and apply the 3 Cs of brand</p> <p>Identify brand's role as the catalyst to corporate social responsibility (CSR) and environmental, social, and corporate governance (ESG)</p> <p>Distinguish between brand, branding, brand-mark, and other brand elements</p> <p>Discuss the concept of a brand architecture as organizations begin to expand into different products and product lines</p>	<p>Lecture</p> <p>Class discussions</p> <p>In Class Activities</p>	<p>Individual Assignment #1 Due (10%)</p> <p>MindTap Chapter 8 Quiz</p>	
6	Products Concepts Test Review	Chapter 9	<p>Classify consumer products</p> <p>Describe marketing uses of packaging and labelling</p> <p>Explain the importance of developing new products and describe the six categories of new products</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class group activities</p>	MindTap Chapter 9 Quiz	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
			<p>Explain the steps in the new-product development process</p> <p>Explain the concept of product life cycles</p>			
7	Test #1 (Covers Weeks 1-6)	Summative	Test: Multiple Choice and Short Answer	Evaluation	Test #1 Covers Weeks 1 - 6 (20%)	
8	CRM Marketing Metrics & KPI's	Chapter 16 Online Supplement in Luminate	<p>Summarize customer relationship management and the CRM cycle</p> <p>Determine why CRM is important and how it benefits the consumer and the business functions within an organization</p> <p>Describe the three stages in the CRM cycle</p> <p>Identify privacy issues in CRM</p> <p>Determine the future challenges for CRM</p> <p>Define marketing metrics</p> <p>Explain key performance indicators (KPIs)</p> <p>Provide examples of business objective, sales/revenue generation, market share and customer support KPIs</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class activities:</p>	MindTap Chapter 16 Quiz	
9	Marketing Communications	Chapter 13	<p>Discuss the role of marketing communications in the marketing process</p> <p>Apply the communication process to marketing communications</p> <p>List and distinguish between the five unique integrated marketing communications strategies</p> <p>Understand and apply the concept of AIDA as a framework for goal setting in marketing communications</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class activities</p>	MindTap Chapter 13 Quiz	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
			Discuss the necessity of integrating all marcom strategies in a campaign			
10	Digital Marcom in the IMC Plan	Chapter 14	<p>Understand what is meant by storytelling when it comes to marcom in a digital world</p> <p>Describe digital marcom in an integrated marcom plan</p> <p>Identify and describe the five digital marcom tools in a marketer's toolbox, and explain how they are useful</p> <p>Understand the mobile infrastructure supporting the digital communications process</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class group activity</p>	MindTap Chapter 14 Quiz	
11	Pricing	Chapter 11	<p>Explain the importance of price</p> <p>Describe the four-step pricing process</p> <p>Discuss the legalities and ethics of setting a price</p> <p>Calculate key marketing metrics required for marketers when evaluating marketing decisions and activities</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class activities</p>	MindTap Chapter 11 Quiz	
12	Marketing Channels (Place) Test 2 Review	Chapter 12	<p>Define Marketing Channel and Channel Members (intermediaries)</p> <p>Identify different channel intermediaries and their functions</p> <p>Describe the different types of marketing channels</p>	<p>Lecture</p> <p>Class discussions</p> <p>In class activities</p>	<p>MindTap Chapter 12 Quiz</p> <p>Team Assignment Due (20%)</p>	
13	Test #2 (Covers Weeks 8-12)	Summative	Test: Multiple Choice and Short Answer	Evaluation	Test #2(Covers Weeks 8-12, worth 25%)	
14	Final Project: New Product Fair or Presentations (worth	In class sharing of product concept, prototype and	Communicate product concept	In-class displays and/or presentations	Final Group Project In-Class Display	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
	5%)	promotional approach			Due Individual Confidential Peer Evaluation Due	