

BUSI 2423 CIN2: Marketing Principles

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Syllabus

Course Description

Marketing is pervasive in the lives of modern human beings even when they fail to recognize its presence – It affects all aspects of our lives regardless of what age, gender, race and stage of the life we are at. This means that understanding what marketing is and how it functions is not limited to the students and practitioners of marketing, but is equally important to anyone who wants to successfully navigate through life even as a consumer.

It is very likely that the current course is going to be your first formal exposure to marketing as a student even though you have experienced it innumerable times in your lives thus far. The course is going to be broad in its scope in order to introduce you to a wide ranging basic marketing concepts, principles and theories. It will serve as a foundation for any other marketing course that you take here at Acadia or elsewhere.

After the successful completion of this course, you are expected to have a good understanding of the following topics:

1. What is the definition and scope of marketing;
2. The origin, evolution and various philosophies of marketing;
3. How the larger environmental forces shape the practice of marketing and its strategic role within an organization;
4. A basic grasp of the consumer and business decision making processes and the factors that affect them;
5. The definition of *market*, its segments and how marketing managers develop and target marketing programs aimed at different market segments;
6. The concept of *4Ps*, that is, Product, Price, Place and Promotion – the building blocks of the marketing strategy.

In addition to the above marketing content, you are also expected to develop the ability:

1. To apply the marketing concepts to various business situations in an ethical manner;
2. To develop basic marketing decision-making skills and ability to think critically;
3. To analyze marketing issues and apply an appropriate marketing strategy to deal with them.
4. To improve your writing skills suitable for a business environment.

To achieve these learning goals, you will be using a textbook, *MKTG*, that is concise yet comprehensive in its treatment of the basics of marketing.

This course is designed to be self paced and completed within six (6) months. You must complete all the assignments and tests before writing the final exam. Throughout the course, it is considered the student's responsibility to seek clarification of material in a timely manner.

Instructor

I am a Professor of Marketing at the F. C. Manning School of Business. I have been teaching at Acadia for more than ten years and before that held teaching positions at different Canadian and US universities. At Acadia, I teach Marketing Principles/Strategy, Consumer Behavior, Strategic Brand Management, and Advertising and Sales Promotion.

My research is in the areas of Consumer Behavior and Branding/brand management and has been published in the leading marketing conferences and journals. My professional experience includes business positions with leading organizations in Canada, US, and India that gives me a unique perspective in combining theory with practice.

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Course Materials

The course structure is based upon the chapters in the textbook.

Required Textbook: MKTG (2015) Third Canadian Edition by Lamb, Hair, McDaniel, Kapoor, Shearer, Boivin and Appleby. Nelson College Indigenous. ISBN-13: 978-0-17-662206-0.

Inside the front cover of all new textbooks is an access code to the textbook website. You will need this access code to view assignments, powerpoint slides, additional study material and do practice quizzes.

Evaluation

Assignment # 1	10%
Test # 1	15%
Assignment # 2	10%
Test # 2	15%
Assignment # 3	10%
Final Exam	40%

There are three assignments and two tests and one final exam in this course.

Course Overview

My goal is to provide you with a broad, yet a strong foundation of marketing principles. I am here to focus your learning, clarify concepts, and augment course material. View me as a resource but always remember that the course belongs to all of us. We all have a responsibility to make this a sound learning experience. True learning is active, not passive, therefore, I expect that even in this distance education course you will actively try to learn the material by reading the assigned text, completing the required assignments and relating what you learn to the real life business situations.

Module 1 – Marketing – Let's Get Started

- Chapter 1 – An Introduction to marketing
- Chapter 2 – The Marketing environment, social responsibility, and ethics
- Chapter 3 – Strategic Planning for Competitive Advantage

Module 2 – Analyzing Marketing Opportunities

- Chapter 6 – Consumer decision making
- Chapter 7 – Business marketing
- Chapter 8 – Segmenting targeting and positioning

Assignment # 1 Due = 10% (Submit assignment # 1 before moving to module 3)

Test # 1 = 15% (Chapters 1, 2, 3, 6, 7, and 8) Write exam before moving to the next module

THIS IS A CLOSED BOOK TEST. YOU ARE NOT ALLOWED TO USE ANY OUTSIDE MATERIAL

Module 3 – Product Decisions

- Chapter 9 – Product concepts
- Chapter 10 – Developing and managing products
- Chapter 11 – Service and non-profit organization marketing

Assignment # 2 Due = 10% (Submit assignment # 2 before moving to module 4)

Module 4 – Pricing Decisions

- Chapter 12 – Setting the right price

Module 5 – Distribution Decisions

- Chapter 13 – Marketing channels
- Chapter 14 – Retailing

Exam # 2 (Chapters 9-14) = 15%) Write test before moving to the next module

THIS IS A CLOSED BOOK TEST. YOU ARE NOT ALLOWED TO USE ANY OUTSIDE MATERIAL

Module 6 – Promotion Decisions

- Chapter 15 – Marketing communication
- Chapter 16 – Advertising, public relations, and direct response
- Chapter 17 – Sales promotion and personal selling
- Chapter 18 – Social media and promotion

Assignment # 3 Due = 10% (Assignment is due before writing the final exam)

Final Exam - (Comprehensive – all chapters) = 40%

THIS IS A CLOSED-BOOK, PROCTORED, 3-HOUR LONG EXAM.

Exam

How to apply: Complete the Application for Examination (<https://openacadiaexams.acadiu.ca>)

Proctored at Acadia

- The final exam in an online course must be passed to successfully pass the course unless otherwise stated in the assessment section of the course syllabus. There are no rewrites or supplemental examinations at Acadia University.
- Examination requests must be received one month prior to the date you wish to write your examination.
- Course requirements must be completed to the satisfaction of your instructor.
- Graduating Students Note: If you are graduating in Spring Convocation you must write by April 15th. If you are graduating in the Fall you must write by September 15th.

Proctored at Another Location

If it isn't practical to take your exam at Acadia, off-campus exams can be written at another university or college. Arrangements for an examination may be made through the Registrar's Office or the Continuing Education office of most universities and colleges. If it is not possible to write your exam at an approved institution, please contact us for assistance.

- All fees associated with examinations written at other locations are your responsibility.
- Some courses may require specific software or internet accessibility at the off-campus examination location.

Student Handbook

You are responsible for becoming familiar with the contents of the Student Handbook. It contains important information about scheduling examinations (if applicable), applying for extensions, withdrawing from your course, ordering books, and computer and library services available to you. If you have questions about the policies outlined in the handbook (<https://courseware.acadiu.ca/openacadia/studenthandbook.html>), contact:

Open Acadia

- 21 University Avenue (Rhodes Hall)
- Wolfville, NS B4P 2R6
- Phone: 1-800-565-6568
- Fax: 1-902-585-1068
- Email: openacadia@acadiu.ca

Academic Integrity

Academic integrity demands responsible use of the work of other scholars. It is compromised by academic dishonesty such as cheating and plagiarism. A student who is uncertain whether or not a course of action might constitute cheating or plagiarism should seek in advance the advice of the instructor involved.

- Cheating is copying or the use of unauthorized aids or the intentional falsification or invention of information in any academic exercise
- Plagiarism is the act of presenting the ideas or words of another as one's own. Students are required to acknowledge and document the sources of ideas that they use in their written work.
- Self plagiarism is also a form of plagiarism. It is the presentation of the same work in more than one course without the permission of the instructors involved.
- A student who knowingly helps another to commit an act of academic dishonesty is equally guilty.
- Penalties are levied in relation to the degree of the relevant infraction. They range from requiring the student to re-do the piece of work, through failure on that piece of work, to failure in the course, and to dismissal from the university.

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