

BUSI 2423 COIN3: Marketing Principles

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Syllabus - web page

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Course Overview

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 that is concise yet comprehensive in its treatment of the basics of marketing.

This course is designed to be self paced and completed within three to six 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 since July 2005 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.



Contact Information:

PAT 309

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Typical response time to student emails is 24-48 hrs, usually the same day.

Course Materials

Marketing: An Introduction by Armstrong, Kotler, Trifts and Buchwitz, 7th Canadian Edition (2021), Pearson Canada. ISBN - **9780134788753**

You will find information on accessing Library resources from off-campus here - <https://library.acadiau.ca/distance-education/access.html>.

Evaluation

Please fill in this table as it pertains to the evaluation of students in your course. This course will have three assignments and three exams. The weight for these will be as following:

1. Three assignments X 10% each = 30%
2. Test # 1 = 15%
3. Test # 2 = 15%
4. Final Exam = 40%

The assignments are delivered to the instructor via assignment drop-boxes. Please remember to put your name, student number, course number, and assignment number on the assignment and keep a copy in the event the original is lost.

The last assignment should be received at least 4 weeks prior to the date you wish to write the exam. This will allow adequate processing time for the request, and for setting the exam. Note: Students must pass the final exam to pass the course.

Note files must be readable by a reasonably current version of MS Office.

Course Outline

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.

To help you with learning, I have included some of the video lectures that I prepared for this course over the years. However, those video lectures were prepared using the 6th edition of the textbook and the 7th edition is being used for this course. Even though the topics and content remain the same between the 6th and the 7th edition, some chapters have been moved around, thus, changing the chapter numbers in the 7th edition. I will post the videos under the chapter number from the 7th edition - please ignore the chapter numbers shown in the video PPT, just focus on the content.

Module 1 – Marketing – Let's Get Started

In this module, starting with Chapter 1, you will learn about the basic marketing concepts. Chapter 1 will cover what is marketing, marketing process, its steps. This chapter will also introduce you to the different marketing management orientations.

Next you should read Chapter 16 that shows how the nature and scope of marketing have evolved over the years to focus on sustainability, social responsibility and ethics.

Chapter 3 should be read next as it highlights how the environment external to a business affects its functioning, in particular, marketing. From Chapter 2 you will learn how marketing planning is related to and flows from the higher level company wide strategic plans.

Module 2 – Analyzing Marketing Opportunities

Module 2 emphasizes that all marketing activities are directed at consumers to create a valuable exchange between them and the company. Since consumers are the focus of all businesses, in this module, especially Chapter 5, you will learn about how individual and business buyers make purchase decisions and the forces that impact them.

In Chapter 6 you will learn that not all customers are alike and need different types of products even to meet the same needs. To this end, this chapter will introduce you to the idea of market segmentation, that is, how to break a large heterogeneous market into small homogenous groups.

- *Assignment # 1 Due = 10% (Submit assignment # 1 before moving to Module 3)*
- *Test # 1 = 15% (Chapters 1, 2, 3, 16, 5, and 6). THIS IS A CLOSED BOOK TEST. YOU ARE NOT ALLOWED TO USE ANY OUTSIDE MATERIA*
- *Write test # 1 before moving to the next module*

Module 3 – Product Decisions

After understanding the market, a marketer must develop products for it. There are a number of important decisions that markets must face to develop new products and manage them over time. In this module you will learn about these concepts from Chapter 7 and 8.

Note: (SKIP THE BRANDING PART FROM THIS CHAPTER BEGINNING WITH LEARNING OBJECTIVE 7.4 ONWARD)

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

Module 4 – Pricing Decisions

A market must not only develop products that will successfully desired by the market, but these products must be priced in a way that you do better than your competitors and be achieve the financial goals. In Chapter 9 you will learn about the basic concepts from economics, accounting and psychology as they relate to setting of the prices.

Module 5 – Distribution Decisions

Developing an effective distribution strategy is an important step for successfully marketing products. In Chapter 10 you will learn what role marketing intermediaries play in bringing products from a manufacturer to the consumers. You will learn that life would be much harder without an effective distribution network. Chapter 11 will focus on retailing and wholesaling, in particular and will shed light on the role they play in marketing and how the two have changed over the years.

Note: SKIP THE LOGISTICS PART FROM CHAPTER 10.

*Exam # 2 (Chapters 7, 8, 9, 10m & 11) = 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

The last, but not the least, in this module you will learn about promotion for successfully marketing a product. The term promotion is quite broad and includes many promotional activities, collectively referred to as the Promotional Mix. Chapter 12 will detail promotion mix and introduce you to IMC. This chapter is important as Chapters 13 & 14 are built on the basic concepts discussed in here.

- *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.*

Course Schedule

You have 6 months to complete this course. You may set your own schedule, but if you intend to complete the course in less than 3 months, you should let me know so that we can arrange a schedule.

Sometimes students make unreasonable request to complete the course in one month or less, this is not possible for two reasons. First, it defeats the very idea of learning as you cannot possibly learn all the material in such a short time frame. Two, time is needed for you to satisfactorily complete the exams, assignments and for me to grade them. Moreover, you must complete your work in a particular sequence, that is, complete some assignments before moving on to exams.

Please do not leave all of your course work until a few weeks before your completion date. Although I will make every effort to accommodate your schedule within reason, I need time to grade assignments and mark exams.

Recommended Schedule

<i>Week 1 - 4</i>	<i>Module 1</i>
<i>Week 5 -6</i>	<i>Module 2</i>
<i>Week 7 - 8</i>	<i>Module 3</i>
<i>Week 9</i>	<i>Module 4</i>

Exam

How to apply: Fill out the form 'Apply to write the Final Exam' link in the final module of your course.

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 14 days or 2 weeks 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.

Accessibility

Acadia University is dedicated to improving access to campus life for all students with disabilities. While we attempt to ensure that all courses are accessible, we recognize that there are barriers that need to be addressed on an individual basis. Students who require accommodations to complete coursework or otherwise fully participate in class should contact Accessible Learning Services directly as soon as possible.

Please visit [Accessible Learning Services](#) website or email them at accessible.learning@acadiu.ca for more information.

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.

[Click here to return to the Module](#)