

MARKETING YOURSELF

COMM 299M SECTIONS W and Z

Winter 2010

This syllabus is subject to change and any changes will be posted in the Announcements section of the course website.

Disclaimer: In the event of extraordinary circumstances beyond the University's control, the content and/or evaluation scheme in this course is subject to change.

INSTRUCTORS

The instructors for this course are Professors Harold Simpkins and Dr. Jordan LeBel.
All general inquiries regarding the course can be e-mailed to: Comm299m@econcordia.com.

Please allow for a 24 hour response time during the week (Monday-Friday). Teaching Assistants check their messages once over the 48 hour weekend period and are not available on statutory or university holidays.

COURSE DESCRIPTION

In this course, students' knowledge and appreciation of the key marketing concepts will be developed and expanded upon by learning how to apply these concepts to that which is most important and typically most overlooked: themselves. Students will gain an appreciation of the application of basic marketing tools and concepts and will learn how to apply the fundamentals of marketing planning as they relate to their careers. In addition, Marketing Yourself is designed to provide students with the knowledge and confidence to identify, approach, and engage potential employers and clients.

COURSE OBJECTIVES

The objectives of this course are to stimulate students to begin thinking about their careers and to actively involve them in the preparation of their own individual career plans using key marketing concepts.

The sub-objectives are:

1. To create student understanding and learning of the importance of setting goals for their careers as employees, entrepreneurs, professionals and artists.
2. To identify various processes for establishing career goals and to teach students how to apply them to their individual situations.
3. To improve students' knowledge of themselves, their key strengths and weaknesses.
4. To have students learn how to create, execute and, most importantly, integrate the appropriate marketing strategies needed to achieve their career goals.
5. To guide students in the preparation of a complete marketing plan to initiate the process of achieving their goals.

By the end of this course, students will:

- ✓ Understand and appreciate how to apply the key concepts of marketing to their careers.
- ✓ Understand the importance of and how to set goals for their careers as employees, entrepreneurs, professionals and artists.
- ✓ Identify their key strengths and weaknesses.
- ✓ Know how to apply the four Ps of marketing - Product, Place, Price and Promotion - to planning their careers.
- ✓ Understand how to create and execute a marketing plan generally and for themselves.

OBTAINING REQUIRED eMATERIAL

- The text required for this course is available through the course website and is included in the cost of the online textbook.
- Required readings consist of chapters from the new e-textbook “Marketing Yourself”, that will be made available every week on the course website. You will be able to access assigned chapters in PDF format directly from the course website. To access the assigned chapter for a given lesson, proceed as follows:
- Go to <http://www.econcordia.com> and enter your username and password.
- The online courses you are registered for will appear; click on COMM 299M: Marketing Yourself.
- Go to the desired lesson:
 - From the course’s main page, click on Lessons (lower left).
 - Then click on the desired lesson, e.g., Lesson 1
 - Click on “Readings”
 - **Click on the assigned chapter, e.g., “Chapter 2: Marketing Planning and How It Applies to Your Career”**

COURSE WEBSITE, USERNAME & PASSWORD

- Your eConcordia account will be valid until the end of the term for which you are registered.
- Your account will allow you to access the online course material, which includes videos, notes, discussion boards, all graded course components, useful links, readings and many more resources from the course website for the duration of the term.
- The course website can be accessed at www.econcordia.com

EASTERN TIME ZONE

- Please note that ALL dates and times are set for the North American Eastern Time Zone and that Quebec uses Eastern Standard Time and Eastern Daylight Time as per the appropriate dates. All students, including distance learners are expected to meet the deadline requirements according to these times. No exceptions will be made.

DISCUSSION BOARD

Available as of 3:00 p.m. on JANUARY 8, 2010

- The discussion board is a versatile tool in an online course. It is akin to putting your hand up in class, but with a bonus: each and every student can read the questions and the various answers posted, at their leisure.
- To access your TA's name, contact information and your group assignment number, click on the ***Discussion Groups*** link in the left-hand side menu of your eConcordia account.
- You are assigned a TA and a group 24 hours after obtaining your eConcordia username and password.
- If you have not been assigned to a group within 24 hours of obtaining your eConcordia username and password, send an e-mail with your name, student ID number and the name of the course you are taking to discuss@econcordia.com and you will be assigned to a group within 24 hours.

GUIDELINES FOR POSTING ON THE DISCUSSION BOARD

- Do not post your telephone number, student ID, or any other personal information on the discussion board.
- Read the other postings to confirm that your question has not already been answered.
- The discussion board is meant for the academic discussion of the course material. Keep postings pertinent to the course material. Questions pertaining to grades, technical issues or questions of a personal nature must be addressed directly to your TA via e-mail. Posts of this nature will be removed by the Forum Administrator.
- Of vital importance is respectful behavior on the discussion board. Refrain from making offensive statements and derogatory comments. For example, students must never insult another person or teaching assistant in a discussion.
- Students who fail to respect these rules will be asked to leave the discussion. It is within our discretion and authority to edit or remove any posting at any time. Please see the [Codes of Rights and Responsibilities](#).

OFFICE HOURS

- There are no official physical office hours for this course; however your TAs will log on to the discussion board and respond to your posts and e-mails within 24 hours.
- Your TAs will also have **virtual office hours** wherein they will be logged onto the discussion board at a predetermined date and time to answer your questions in **real time**. The **virtual office hours** schedule will be made available the second week of the course.

COMMUNICATION

- You will be communicating with your assigned Teaching Assistants and eConcordia personnel via e-mail.
- Please allow for a 24 hour response time during the week (Monday-Friday). Teaching Assistants check their messages once over the 48 hour weekend period and are not available on statutory or university holidays.
- You are required to include the following information in all your e-mail communication:
 - Full name
 - Concordia student ID number
 - Course name and number pertaining to your inquiry
- Save a copy of all e-mail correspondence for the duration of the term and until the final letter grade for your course has been posted in your [MyConcordia Portal](#).
- We strongly encourage you to use a Concordia University e-mail account or an account from a provider such as Sympatico, Videotron, etc.
 - Free e-mail accounts such as Hotmail, Yahoo, etc. are NOT recommended and often lead to communication problems.
 - You can obtain a LIVE@EDU e-mail account through your My Concordia Portal by clicking on the link titled “Personal Services” followed by “Computer Accounts & Passwords”.
 - For more information about these accounts and other services offered by Concordia’s IITS department, you may visit CC-207 or H-925 or <http://helpline.concordia.ca/>.
 - Your e-mail address must be registered in your [MyConcordia Portal](#) as well as in the Student Profile of your [My eConcordia Portal](#).

ANNOUNCEMENTS

- Important information regarding the course will be communicated to you via the Announcements section of the course website.
- The announcements are located in the centre of the main page upon logging in to your eConcordia account. Please make sure to read the postings on a weekly basis.

GRADED ASSESSMENTS

Marketing Plan (in 3 installments)	60%
Installment 1: Situation Analysis & Goals	15%
Installment 2: Your Marketing Strategy	20%
Installment 3: Complete plan (incl. cover letter +resume)	25%
Final Examination	40%

Marketing Plan: You will be guided through the key steps necessary to complete and submit your marketing plan and you will submit it in three separate installments. For the first two installments, you will be guided through the required steps to submit your work via a web-based interface. This means you will have to create your work in Microsoft Word and then cut and paste your submission in the textboxes provided for this purpose on the course website. For the third installment, you will create your work in Microsoft Word and then submit the document by uploading it to the course website.

- **Installment 1**

In this installment, you will be asked to conduct and report on your situation analysis. This includes an assessment of your chosen field and of yourself. You will be invited to take various self-assessment tests intended to help you to get to know your own strengths and weaknesses. You will also be asked to define marketing goals for yourself. Keep an open document to update your Situation Analysis and Self-Assessment as you progress through the course.

- **Installment 2**

In this installment, you will be asked to create your marketing strategy including sub-strategies for each of the four Ps.

- **Installment 3**

In this installment, you will be required to write and submit your own résumé and cover letter along with your complete marketing plan. The preparation and submission entail more than simply collating the previous two installments. You will need to review and update each prior installment and weave them together into a complete, working document. You will be asked to submit a copy of your Microsoft Word document and we suggest that you keep a copy yourself to refer back to periodically to assess your progress and revise your strategies as needed.

POLICY ON EXTENSIONS AND LATE SUBMISSIONS

- Any request for an extension must be received before the deadline or it will not be accepted. In fairness to all students, there will not be any exceptions to this policy.
- If you are unable to complete your work by the deadline or write an exam on the assigned date, it is your responsibility to ensure that you communicate this issue to your professor prior to the scheduled date, via e-mail, to Comm299m@econcordia.com.
- Extensions will be granted only to students who are able to provide a reasonable and verifiable medical note before the deadline. Medical notes must include dates within which you are excused from work/school.
- In the case of emergencies, it is your responsibility to notify your Professor and/or Course Coordinator via e-mail at Comm299m@econcordia.com as soon as the issue arises in order to determine the course of action required for the matter at hand.
- Organize your time effectively to ensure that you submit your work on time. **No late submissions will be accepted.** Failure to submit the installments on time will result in an automatic grade of zero for that installment.
- Vacations and travel plans (work-related or otherwise) are not considered valid reasons for late submissions of or an inability to complete assignments, quizzes and exams.
- Please note that you are responsible for the version of the work you upload to the website. If you upload the incorrect version of your work to the website, you can resubmit the correct version prior to the deadline. If you fail to meet the deadline, the version of your work located on the website is the one that will be graded.
- In addition, please note that it is your responsibility to ensure that your assignment is received before the deadline. Should you be unable to submit your work via the website you must submit your work via e-mail to your TA before the deadline. Please give yourself enough time for online submissions to send your assignments via e-mail should a technical issue arise.

FINAL EXAMINATION: DATE AND LOCATION T.B.A.

- The final examination is an in-class written exam.
- The final exam is scheduled by Concordia's Examinations Office and will take place during the **final exam period: April 15, 2010 – May 1, 2010**. It is the responsibility of the student to verify the date/time/location and room assignment for the final exam posted in their [MyConcordia Portal](#) .
- Do not schedule flights or vacations until the official examination date is released.
- Vacations and travel plans are not considered a valid reason for a deferral request.

EXTERNAL EXAMS – OUT-OF-REGION STUDENTS

- If you are NOT located in the Montreal area and cannot attend the final exam at Concordia, eConcordia will assist you in making arrangements to write the exam at a university in your region.
- External exams are written on the exam date set for the course by the Concordia Exams Office.
- You can obtain an **External Exam Request Form** as well as all pertinent instructions in the External Exam link in the Student Menu of your eConcordia portal. All requests for an external exam are to be submitted via e-mail to: exams@concordia.com.
- For more information about the external exam option, please call 514-848-8774 or 1-888-361-4949.
- The external exam request deadline for the final exam is **APRIL 1, 2010**.
- Late requests will NOT be accommodated. ALL fees incurred to write an external exam are the responsibility of the student. Fees vary per institution from \$50 to \$125 per exam. It is the responsibility of the student to inquire about the fee with the Institution prior to scheduling the exam.

GRADES

- Your grades can be accessed via your eConcordia portal. In order to view your marks, you must click on the **My Grades** link, located in the left-hand side menu of your account.
- It is your responsibility to ensure your work has been received (to be verified as outlined in your assignment instructions) and to contact your TA via e-mail for clarification if you have any questions concerning your grades.
- Your final letter grade for the course will be posted in your MyConcordia Portal at the end of the term.

GRADE SCALE

The percentage grade will be rounded off to the nearest decimal only after computation of the total course grade. The following conversion scheme will be used in the transfer to letter grade.

Letter Grade	Percentage (%)	Letter Grade	Percentage (%)
A+	90 to 100	C	64 to 66
A	85 to 89	C-	60 to 63
A-	80 to 84	D+	57 to 59
B+	77 to 79	D	54 to 56
B	74 to 76	D-	50 to 53
B-	70 to 73	F	Less than 50
C+	67 to 69		

TECHNICAL REQUIREMENTS



The technical requirements for accessing the online material are listed within the course content and on our main website:

<http://www.econcordia.com/home/elearning.aspx?section=224> .

If your existing hardware does not meet the requirements, you may experience a lower level of quality and accessibility to our website and course content.

TECHNICAL ISSUES – eConcordia Help Desk

- For any technical questions or inquiries (login or account issues), or if you are having difficulty accessing the eConcordia site, please contact eConcordia's HelpDesk at:

 helpdesk@econcordia.com  514-848-8774 or toll free 1-888-361-4949

- At eConcordia we take every possible measure to ensure that your online learning experience runs as smoothly as possible. There may be times, however, when you encounter technical difficulties that are simply beyond our control. This can include unforeseen network or server or connectivity issues.
- It is the responsibility of each student to ensure that s/he saves a copy of all work to be submitted through the system. This applies to any work sent via e-mail and uploads and textbox submissions to the course website. You are required to save copies of work both on a computer hard drive and an external storage device (diskette, CD or USB key).
- In the event that a technical problem does arise while submitting your work, please send a copy of the error message you received in the body of your e-mail to helpdesk@econcordia.com and one of our agents will assist you.

ACADEMIC CODE OF CONDUCT SIMPLIFIED

It is UNACCEPTABLE to:

- Copy from ANYWHERE without saying from where it came.
- Let someone copy your work and then submit it as their own.
- Hand in the same assignment in more than one class.
- Have unauthorized material in an exam, such as cheat sheets and crib notes. YOU DON'T HAVE TO BE CAUGHT USING THEM – JUST HAVING THEM WILL GET YOU INTO TROUBLE!
- Copy from someone else's exam.
- Communicate with another student during an exam by talking or using some form of signal.
- Add or remove pages from an examination booklet or take the booklet out of an exam room.
- Get hold of or steal exam or assignment answers or questions.
- Write a test or exam for someone else or have someone write one for you.
- Hand in false documents such as medical notes, transcripts or records.
- Falsify data or research results.

AND if you do:

- The professor will file an incident report.
- You will be asked to come to an interview with the Code Administrator.
- A decision will be made to uphold or dismiss the charge.
- If the charge is upheld, one or more of the following sanctions will be given:
 - A letter of reprimand
 - Resubmit the assignment or rewrite the exam
 - A failing grade on the assignment, exam or course
 - A failing grade in the course with no right to a supplemental
 - Requirement to take up to an additional 24 credits
 - Community service
 - Suspension of up to 3 years
 - Expulsion from the University
 - A charge of academic misconduct will appear on your student record.

If you believe the charge was incorrectly upheld, you have the right to request a hearing before an Academic Hearing Panel composed of three professors and two students. This is not an appeal but is a complete rehearing of the case.

For the complete Academic Code of Conduct, refer to the Undergraduate (pages 604-617) and Graduate (pages 64-70) Calendars or visit:

<http://secretariat.concordia.ca/policies/academic/en/codeofconduct-academic.shtml>.

NOTE: All the sources you utilize for all your assignments should be properly cited and each assignment should include a list of references. This includes sources from the course (e.g. readings, lessons, web links, discussion boards, etc.) as well as other courses, readings, newspapers, magazines, online materials, and other documents that you use. For more information on citing properly, please consult the following link:

<http://library.concordia.ca/help/howto/citations.html> or click on “Quick links” from the Library home page.

Learning how to properly cite your materials is an essential skill for any scholarly and professional work. You should make it a basic feature of all your submissions at the university. There are several software packages that can help you manage your references and bibliographies. Some of them are free: such as Refworks (provided by the Concordia Library via <http://library.concordia.ca/help/howto/refworks.php>) or Zotero (<http://www.zotero.org/>).

STUDY SKILLS: YOUR GUIDE TO ONLINE LEARNING

At eConcordia we want you to succeed as an online learner. Whether you need help managing your time efficiently, understanding your assignments, or writing exams, this [self-directed tutorial](#) will provide you with tips on how to improve your study strategies. Furthermore, reviewing this tutorial as you follow a course will assist you in developing important skills such as note taking, critical thinking, conducting research, and writing, which will ultimately contribute to your academic achievements both online and in traditional settings.

COURSE EVALUATION

Approximately one week prior to the end of the term, you will receive an e-mail message asking you to complete a course evaluation. Click on the link in the e-mail and follow the instructions. Please note that all responses are completely anonymous and will be kept confidential. We value your opinion; your feedback regarding your experience with eConcordia is greatly appreciated.

PLANNED INTERACTION MODE

To make the most of your time and the web-based instructions, the following navigation or interaction mode is recommended. A tutorial is also available in the Getting Started section of the website in order for you to become familiar with the various functions and tools offered in this course.

1. Read the objectives for each lesson.
2. Take the short Pre-Test which is designed to help you assess your current knowledge level. You will receive feedback after answering the questions when you take the pre-test but you won't get a score. Detailed feedback will be given later.
3. Next, read the assigned readings. A brief overview has been prepared for each reading to help situate it for you.
4. Then, go over the “Study Materials”. These will help you to understand some of the more complex concepts in the readings and include useful exercises to help you assimilate the reading material. From time to time, the study materials will contain concepts and ideas not covered in the readings. Study Materials are also subject to testing in the final examination.

5. After completing the readings and going over the study materials, take the “Post-Test” to see how your knowledge has improved. You will be provided with specific feedback to help you improve or realign your reading and learning strategy.
6. We have also included useful website links in the “Check it out” section. These have been chosen to complete the course material and to help you focus your thinking on various relevant issues. We recommend that you keep your extra-curricular surfing to a minimum as it is easy to get side-tracked.
7. You are strongly encouraged to fill out the feedback form in the “Rate this Lesson” section. We sincerely appreciate your thoughts, opinions, and comments about the readings, videos, study materials, as well as the overall operation of the course. The feedback is anonymous and will in no way affect your status in the course. Your feedback will serve to bring continuous improvements to the course.
8. Finally, each lesson ends with a discussion question that links directly to the “Your Opinion” section where you can share your ideas and comments with your classmates. The instructors will monitor and participate in the discussion from time to time.

REFUND POLICY

- Requests for course material access fee refunds must be made in writing to refund@econcordia.com and must meet the conditions outlined below.
 - A full refund for the online textbook will be issued to students who withdraw from the course **AND** request a refund in writing to eConcordia at refund@econcordia.com **by Concordia University's DNE deadline**. Please visit: [Concordia University's course calendar](#) or look at Concordia's course calendar for the exact dates.
 - No refunds will be accorded on textbooks after the DNE date. Please review the refund policy posted on our website: <http://www.econcordia.com/home/policies.aspx>
 - Information to be included in the e-mail:
 - Full name (first name and last name)
 - Student ID
 - Receipt number (e.g.: 1000-ONC-4556544)
 - Course you wish to obtain a refund for
 - Reason for refund
 - Telephone number

See the Agenda on the next page.

COMM 299M Marketing Yourself

Agenda

WINTER 2010

All deadlines indicated are on the due date listed by 11:59 p.m. unless otherwise indicated.

	Week 1: January 4 – January 10
eC	Discussion Board opens at 3:00 p.m. on JANUARY 8
<input type="checkbox"/>	Navigate the course website
<input type="checkbox"/>	Lesson 0 : Getting Started
<input type="checkbox"/>	Review the course outline
<input type="checkbox"/>	Read Introduction chapter to “Marketing Yourself”
	Week 2: January 11 – January 17
<input type="checkbox"/>	Navigate through Lesson 1: The Marketing Concept and Its Applications
<input type="checkbox"/>	Read Chapter 1: The Marketing Concept and Its Application to Your Career
<input type="checkbox"/>	Read Chapter 2: Marketing Planning and How It Applies to Your Career
!	DOWNLOAD INSTALLMENT 1 INSTRUCTIONS: JANUARY 13
ⓘ	DNE Date: Academic withdrawal deadline (with tuition refund): JANUARY 17
ⓘ	Last day to winter-term courses: JANUARY 17
	Week 3: January 18 – January 24
<input type="checkbox"/>	Navigate through Lesson 2: Situation Analysis and Self Assessment
<input type="checkbox"/>	Read Chapter 3: Situation Analysis and Knowing Yourself
	Week 4: January 25 – January 31
<input type="checkbox"/>	Navigate through Lesson 3: Setting Personal Marketing Goals
<input type="checkbox"/>	Read: Chapter 4: Setting Marketing Objectives
	Week 5: February 1 – February 7
!	INSTALLMENT 1 DUE: FEBRUARY 3
!	DOWNLOAD INSTALLMENT 2 INSTRUCTIONS: FEBRUARY 3
<input type="checkbox"/>	Navigate through Lesson 4: Creating My Marketing Strategy
<input type="checkbox"/>	Read: Chapter 5: Creating Your Marketing Strategies: Targeting, Positioning and Buyer Behavior
	Week 6: February 8 – February 14
<input type="checkbox"/>	Navigate through Lesson 5: Personal Product Strategy I
<input type="checkbox"/>	Navigate through Lesson 6: Personal Product Strategy II
<input type="checkbox"/>	Read: Chapter 6: Creating Your Product Strategy.
	Week 7: February 15 – February 21
<input type="checkbox"/>	Navigate through Lesson 7: Personal Price and Place Strategies
<input type="checkbox"/>	Read Chapter 7: Creating Your Price Strategy
<input type="checkbox"/>	Read Chapter 8: Creating Your Place Strategy
	Week 8: February 22 – February 28
ⓘ	Midterm Break begins: February 22
ⓘ	Midterm Break ends : February 28

	Week 9: March 1 – March 7
<input type="checkbox"/>	Navigate through Lesson 8: Personal Promotion I
<input type="checkbox"/>	Read Chapter 9: Creating Your Promotion Strategy
	Week 10: March 8 – March 14
ⓘ	DISC Date: Academic withdrawal deadline (without tuition refund): MARCH 8
!	INSTALLMENT 2 DUE: MARCH 10
!	DOWNLOAD INSTALLMENT 3 INSTRUCTIONS: MARCH 10
<input type="checkbox"/>	Navigate through Lesson 9: Personal Promotion II
<input type="checkbox"/>	Complete Chapter 9: Creating Your Promotion Strategy
	Week 11: March 15 –March 21
<input type="checkbox"/>	Navigate through Lesson 10: Résumé and Cover Letter
<input type="checkbox"/>	Read Chapter 10: Promotional Tools for Marketing Yourself
	Week 12: March 22 – March 28
<input type="checkbox"/>	Navigate through Lesson 11: My Marketing Plan
<input type="checkbox"/>	Read Chapter 11: Your Complete Marketing Plan
	Week 13: March 29 - April 4
ⓘ	University Closed – April 2
<input type="checkbox"/>	Navigate through Lesson 12: Interviewing and Presentation Skills
eC	External Exam Application Deadline for final: APRIL 1
	Week 14: April 5 – April 11
ⓘ	University Closed – April 5
!	INSTALLMENT 3 DUE: APRIL 7
<input type="checkbox"/>	Navigate through Lesson 13: Key Marketing Concepts and My Career
eC	Complete Course Evaluation
<input type="checkbox"/>	Read the Conclusion to the e-textbook
	Week 15: April 12 – April 14
ⓘ	Last day of classes – Winter Term: April 12
	Examination Period: April 15 – May 1
ⓘ	Exam date, time and location to be posted in your MyConcordia Portal