



Marketing Yourself

COMM 299 Marketing Yourself Section EC Summer 2017

This syllabus is subject to change and any changes will be posted in the Announcements section of your eConcordia portal.

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.

About the Course

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 include your name AND ID number in ALL correspondence.

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 engage 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 personal and career 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.
- Be better prepared to enter the workforce.

Course Website:

The course website can be accessed at www.econcordia.com

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: <https://www.econcordia.com/home/Profile/Login.aspx>

Course Material and how to access it:

- The material required for this course is an online companion e-notebook available through the course website.
- Required readings consist of modules from the new e-notebook "Marketing Yourself", that will be made available every week on the course website. You will be able to access assigned modules in PDF format directly from the course website. To access the assigned module 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:
 - o From the course's main page, click on Lessons (lower left).
 - o Then click on the desired lesson, e.g., Lesson 1
 - o Click on "Readings"

Click on the assigned module, e.g., "Module 2: Marketing Planning and Getting to Know Your Product"

Online Study Skills:

The first thing you should do each time you login is to check the **Announcements** section for important messages. After reviewing the announcements, go to the module(s)/lesson(s) for the week. Normally, all material will be posted within the module(s)/lesson(s) with accompanying reading materials. Unless otherwise indicated, students should proceed through the module(s)/lesson(s) in the order they are assigned since each one builds toward the next group of concepts and applications. Make sure to go through the online slides and read the accompanying modules.

Good Study Habits:

An essential element to succeeding in an online course is to have good study habits. Working on your own in a distance education course means that greater responsibility is placed on you as the student for successful completion of the course. A learner who is motivated, self-disciplined, and has good organizational skills will develop the study habits essential for normal progress in the course.

While it is enjoyable to have the flexibility of scheduling your course study time, some individuals never develop a successful study routine. This pattern can place the student in a position that may result in non-completion of deadlines or "cramming" for major assessments.

Try to consider the following items when developing good study habits in an online course:

Set aside a certain day or time to work on your course. Try to do this early in the week, so you have time to e-mail your TA if you have any questions. Get into the habit of checking the Announcements section and Module section of the course in order to get a mental picture of what you will need to do during the week.

Do not wait until the last day before a deadline, to study and complete assessments. Remember that even though students are not sitting in a classroom for three hours every week, they will be using the three hours of "classroom" time to read and complete assessments. If students wait until the last minute, they will be stressed when trying to complete the work in an insufficient amount of time.

Odd things happen in cyberspace. E-mails get lost, servers disconnect temporarily, logins are impossible, etc. Do not wait for the last moment to complete your assignments. Allow time to meet deadlines. Reply and check for replies on every e-mail sent and received. **Make sure to keep a copy of all assignments in Word format.**

Tips for Success:

Use the Agenda. The agenda section clearly sets out the various due dates and examination times that pertain to the course. It is strongly recommend that students visit the agenda section TWICE A WEEK and plan out a strategy for tackling the course requirements. There is a significant amount of work expected from students in this course and planning ahead is crucial.

Plan ahead. This is a university level course and there is a considerable amount of very interesting material.

Proper time management and planning will help students succeed. Note that since the final exam is a closed book, in-class exam, it is **strongly suggested** to study all relevant modules as recommended in the timeline of the agenda section of this course. Waiting until the night before the final exam will surely result in a failure of the course due to the amount of material students must know (remember students will not have their study notes with them!) To keep a handle on the material, it is suggested students write a one-page summary per subject. Having to review only these pages for the final exam will make it much easier.

Be proactive and do not leave things to the last minute.

Communication

You can communicate with the COMM299 Team through your assigned Teaching Assistant and/or the instructors at COMM299M@econcordia.com.

You are required to be polite at all times and to include the following information in ALL your e-mail communications:

- Your full name
- Your Concordia student ID number
- Your Teaching Assistant's name and/or group number

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 very often lead to communication problems.

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 frequently, at least twice per week.

Discussion Board:

Available as of 2:00 p.m. on Friday, May 5th 2017.

- 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.
- Once the discussion board is made available as per the date listed above, you will be assigned to a group and a TA within 24 hours of 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@concordia.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 repeatedly.

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 <http://www.concordia.ca/students/rights.html>.

Office Hours and Video Coaching Session:

There are NO office hours (in person or online) for this course. If you need to contact your TA, please do so by email.

Additionally, prior to the due date of each instalment, one of the instructors will conduct a live video coaching session.

The day, time, and instructions to access the video coaching session will be posted in the Blog and Announcement sections of the course. The sessions will be recorded and you can access them approximately 24 hours later via the Announcement section.

Course Evaluation

You will be communicating with your assigned Teaching Assistants and eConcordia personnel via e-mail.

You are required to be polite at all times and to include the following information in all your e-mail communications:

- 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.

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Assessments

Assessments

GRADED ASSESSMENTS

Marketing Plan (in 3 installments)	70%
Installment 1: Self Assessment & Situation Analysis	20%
Installment 2: MY Marketing Strategy	30%
Installment 3: MY Marketing Tactics	20%
Final Examination	30%

Description of the Graded Components:

1. Marketing Plan (70%)

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: Self Assessment and Situation Analysis (20%)**

In this installment, you will be asked to report on the results of the self-assessment tests you took in Lesson 2 and to identify your strengths and weaknesses. Keep an open document to update your Self-Assessment as you progress through the course. In this installment, you will be asked to report on your situation analysis. This includes an assessment of your chosen field. . You will also be asked to define marketing goals for yourself. Keep an open document to update your Situation Analysis as you progress through the course.

- **Installment 2: Objectives and Strategies (30%)**

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

- **Installment 3: Tactics, Cover Letter and Resume (20%)**

In this installment, you will be required to write and submit a 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.

2. Final Exam

The date, time and location of the final exam is set by the University's Examinations Office. The exam covers both the reading material and study material on the course website and consists of multiple choice, fill-in-the-blank, and true/false questions.

Grades

In order to view your grades throughout the semester, click on the *My Grades* link in your eConcordia portal.

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.

Absolutely NO extra credit opportunity will be offered.

Grading Distribution:

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		

Policies: Late Submissions and Extensions:

Extensions:

Absolutely NO extension on assignments will be granted and NO late submissions will be accepted, except in the event of a valid medical emergency. In the case of a medical emergency, it is YOUR responsibility to contact your Teaching Assistant PRIOR to the submission deadline. Then, as soon as possible submit proper official medical documentation to COMM299M@concordia.com. The medical documentation must CLEARLY state that you were incapacitated for an extended period of time prior to the submission deadline and were unable to complete the assignment. The instructors will review your documentation, may even call the doctor to verify the information, and will then make a decision whether your medical note was accepted or not. Merely submitting a medical note is no guarantee that a late submission will be accepted. Mark your calendar for the submission deadlines and do not wait to the last minute to finalize and submit your installments. Power supply outage and technology breakdown will not be considered as valid reasons for requesting an extension.

In the case of emergencies, it is your responsibility to notify your Teaching Assistant via e-mail 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. Any work submitted after the deadline is considered late and will **NOT BE GRADED**.

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.

Formal request for having a work (installment or exam) regraded must be submitted to COMM299M@concordia.com within 10 working days after the grade for that work has been released. Request must be accompanied by an email stating clearly where you believe points should awarded with proper justification. Be aware that your work will be re-graded by another member of the COMM 299M (TAs and Professors) and your grade may increase or decrease as a result.

ACSD extension

For an extension, please contact us 10 days ahead of the deadline.

Support Services

Support Services

Concordia offers many on-campus support services that are available to students free of charge. The web link <http://www.concordia.ca/help4u> is a useful facility that guides students to a specific support service that can provide appropriate assistance.

Important Information

Topic	Link
Academic Integrity	Academic Integrity
Academic Integrity Quiz	How to take the quiz
Access Centre for Students with Disabilities	ACSD
Concordia Library Citation & Style Guides	Citing - Help & How-to
Course Communication Tools	Communication
eConcordia Policies	Policies
Final Exams Information	Final Exams
Helpdesk/Support	FAQ
Refunds	Refunds
Technical Requirements	Technical Requirements
Tips for Studying Online	Studying Tips

Tutorial Companies

Please note that private tutorial companies, some of whom aggressively promote their services on and off campus, are not authorized by Concordia University to distribute flyers on University premises and may not use Concordia University facilities to promote or provide their services on some flyers.

Concordia University and its academic departments do not have any affiliation with these companies even though names such as JMSB, Concordia, or references to specific departments often appear in a visible way. If you are interested in the University's approved tutoring services, all you need to do is ask your Professor or consult the services listed in your course outline.

COMM 299 - Marketing Yourself Agenda Summer 2017

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

Week 1: May 3 - May 7	
	Navigate the course website
	Review the course outline
	Lesson 0: Getting Started <ul style="list-style-type: none"> • Read Course Notes Module: Introduction to “Marketing Yourself”
	Lesson 1: The Marketing Concept and Its Applications <ul style="list-style-type: none"> • Read Course Notes Module 1: Marketing in Today's Fast Paced Environment
	Lesson 2: Situation Analysis and Self - Assessment <ul style="list-style-type: none"> • Read Course Notes Module 2: Marketing Planning and Getting to Know Your Product • Read Course Notes Module 3: Conducting Your Situation Analysis
May 03	DOWNLOAD INSTALLMENT 1
May 03	First day of classes
May 05	Discussion Board opens at 2:00pm
Week 2: May 8 - May 14	
	Lesson 3: Setting Personal marketing Goals <ul style="list-style-type: none"> • Read Course Notes Module 4: Setting Ambitious and Achievable Goals
May 10	Last day to add or swap courses in this term
May 10	DNE Date: Academic withdrawal deadline (with tuition refund)
	Lesson 4: Creating My Marketing Strategy <ul style="list-style-type: none"> • Read Course Notes Module 5: Segmentation and Positioning

	<ul style="list-style-type: none"> • Read Course Notes Module 6: Understanding MY Buyers' Behaviour
Week 3: May 15 - May 21	
	<p>Lesson 5: Personal Product Strategy</p> <ul style="list-style-type: none"> • Read Course Notes Module 7: MY Product Strategy
	<p>Lesson 6: Personal Product Strategy II</p> <ul style="list-style-type: none"> • Read Course Notes Module 7: MY Product Strategy
May 19	INSTALLMENT 1 DUE NO LATER THAN 11:59PM (Montreal-time)
May 19	DOWNLOAD INSTALLMENT 2 INSTRUCTIONS
Week 4: May 22 - May 28	
	<p>Lesson 7: Personal Price and Place Strategies</p> <ul style="list-style-type: none"> • Read Course Notes Module 8: MY Price Strategy • Read Course Notes Module 9: MY Place Strategy
	<p>Lesson 8: Personal Promotion I</p> <ul style="list-style-type: none"> • Read Course Notes Module 10: MY Promotion Strategy
May 22	Journée nationale des patriotes (Quebec), Victoria Day (elsewhere in Canada) — University closed.
Week 5: May 29 - June 4	
	<p>Lesson 9: Personal Promotion II</p> <ul style="list-style-type: none"> • Read Course Notes Module 11: Promotional Tools for Marketing Yourself in a Digital Landscape
May 31	DISC Date: Academic withdrawal (without tuition refund)
	<p>Lesson 10: Résumé and Cover Letter</p> <ul style="list-style-type: none"> • Read Course Notes Module 11: Promotional Tools for Marketing Yourself in a Digital Landscape

June 02	INSTALLMENT 2 DUE NO LATER THAN 11:59PM (Montreal-time)
June 02	DOWNLOAD INSTALLMENT 3 INSTRUCTIONS
Week 6: June 5 - June 11	
	Lesson 11: My Marketing Plan <ul style="list-style-type: none"> • Read Course Notes Module 12: Assembling Your Personal Marketing Plan
	Lesson 12: Interviewing and Presentation Skills
June 05	Course evaluations are sent - the link to complete the evaluations are sent via email.
Week 7: June 12 - June 18	
	Lesson 13: Key Marketing Concepts and My Career
June 16	INSTALLMENT 3 DUE NO LATER THAN 11:59PM (Montreal-time)
Week 8: June 19 - June 25	
June 19	Deadline to complete course evaluation
June 19	Last day of classes
Examination Period: June 20 - June 26	
	Final Exam date, time and location is posted on your MyConcordia Portal

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