



COURSE OUTLINE: BCM0101 - INTRO TO MARKETING

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	BCM0101: INTRODUCTION TO MARKETING
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Academic Year:	2022-2023
Course Description:	This course is an practical introduction into the world of strategic marketing. The CICE student, with the assistance of a learning specialist, will become acquainted with current Canadian marketing concepts, terminology, and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization's viability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	MKT101, OEL768
This course is a pre-requisite for:	BCG0204, BCM0102
Vocational Learning Outcomes (VLO's) addressed in this course:	1120 - COMMUNITY INTEGRATN
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Integrate fully in academic, social and community activities.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.



- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

THINK Marketing by Tuckwell, K. J., & Jaffey, M.
 Publisher: Pearson Canada Inc. eText and MyLab Edition: 3rd
 North York, Ontario, Canada

Course Outcomes and Learning Objectives:

Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning outcomes:

Course Outcome 1	Learning Objectives for Course Outcome 1
Examine Core Marketing Concepts	1.1 Define the term marketing and describe the importance of marketing in organizations today. 1.2 Describe how marketing has evolved and explain the fundamental process of marketing practiced by organizations today. 1.3 Explain the concept of the marketing mix and identify fundamental methods for measuring the effectiveness of marketing activities. 1.4 Explain how an organization maximizes the value of its customer. 1.5 Explain how ethical considerations impact marketing strategies, with consideration of Corporate Responsibility and specifically how companies can foster Equity, Diversity, and Inclusion in their marketing efforts 1.6 Identify the external forces that influence marketing.
Course Outcome 2	Learning Objectives for Course Outcome 2
Examine the External Marketing Environment	2.1 Describe the way various competitive forces influence marketing strategy development. 2.2 Distinguish the role that regulations, laws, and self-regulation play in the practice of marketing in Canada. 2.3 Explain the impact of the economy and various market structures on marketing practices. 2.4 Discuss how social, environmental, and demographic forces shape marketing strategies now and in the future. 2.5 Examine how marketers can and should consider the growing First Nations market. 2.6 Identify and explain the effect technological trends and developments have on current and future marketing practices.
Course Outcome 3	Learning Objectives for Course Outcome 3
Strategic Marketing	3.1 Identify the key elements of strategic business planning and



	<p>Planning and Marketing Intelligence</p>	<p>its impact on marketing planning. 3.2 Outline the process of creating a marketing plan and describe its contents. 3.3 Describe fundamental marketing strategies employed by organizations. 3.4 Define marketing research and identify the ways in which marketing research findings are used. 3.5 Outline the basic stages in the marketing research process. 3.6 Differentiate between primary and secondary research data, and explain sources, steps, and methodologies for collecting both. 3.7 Describe the role and impact of information collection on customer relationship marketing strategies and identify key issues associated with the collection and use of information about consumers.</p>
	<p>Course Outcome 4</p>	<p>Learning Objectives for Course Outcome 4</p>
	<p>Consumer and Business Buying Behaviour</p>	<p>4.1 Explain why it is important for marketing managers to understand consumer behaviour. 4.2 Describe the steps a consumer goes through when buying a product or service. 4.3 Discuss the main psychological, personal, social, and cultural influences on consumer buying behaviour. 4.4 Explore cultural buying behaviours, specifically as they relate to First Nations groups in Canada. 4.5 Identify the types of customers that make up business-to-business markets. 4.6 Discuss the unique characteristics of organizational buying behaviour. 4.7 Explain the steps in the business-to-business buying decision process, and describe how it works.</p>
	<p>Course Outcome 5</p>	<p>Learning Objectives for Course Outcome 5</p>
	<p>Market Segmentation and Target Marketing</p>	<p>5.1 Explain market segmentation and differentiate between the different forms of market segmentation. 5.2 Describe the process used and information needed to identify and select target markets. 5.3 Explain the concept of market positioning and its role in contemporary marketing practice. 5.4 Examine how market segmentation can be used to reach smaller, underserved markets, including First Nations people in Canada and minority groups such as the LGBTQ2+.</p>
	<p>Course Outcome 6</p>	<p>Learning Objectives for Course Outcome 6</p>
	<p>Product Strategy</p>	<p>6.1 Explain the total product concept and product mix. 6.2 Describe how consumer and business goods are classified. 6.3 Explain the role and importance of branding strategies, and the benefits of branding. 6.4 Discuss the role of packaging and labelling in the development of product strategies. 6.5 Describe the various stages of brand loyalty and how brand equity is created.</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Quizzes/ Discussion / Presentations	30%
Test #1	15%
Test #2	15%

CICE Modifications:

Preparation and Participation

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.



The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.

NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

Date:

September 7, 2022

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

