



## COURSE OUTLINE: BCM101 - INTRO TO MARKETING

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<b>Course Code: Title</b>	BCM101: INTRODUCTION TO MARKETING
<b>Program Number: Name</b>	2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2050: BUSINESS -ACCOUNTING
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	This course is an practical introduction into the world of strategic marketing. Students 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.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	MKT101, OEL768
<b>This course is a pre-requisite for:</b>	BCM102
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<p><b>2035 - BUSINESS</b></p> <p>VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.</p> <p>VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.</p> <p>VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p> <p>VLO 5 Support the planning, implementation and monitoring of projects.</p> <p>VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.</p> <p><b>2037 - BUSINESS FUNDAMENTAL</b></p>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	



- VLO 1 Identify factors that have an impact on an organization's business opportunities.
- VLO 2 Explain the impact of corporate sustainability, corporate social responsibility and ethics on an organization's business initiatives.
- VLO 3 Use current technologies to support an organization's business initiatives.
- VLO 4 Apply basic research skills to support business decision making.
- VLO 6 Describe marketing and sales concepts used to support the operations of an organization.

**2050 - BUSINESS -ACCOUNTING**

- VLO 3 Contribute to recurring decision-making by applying fundamental management accounting concepts.
- VLO 5 Analyze organizational structures, the interdependence of functional areas, and the impact those relationships can have on financial performance.
- VLO 6 Analyze, within a Canadian context, the impact of economic variables, legislation, ethics, technological advances and the environment on an organization's operations.

**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.

**General Education Themes:** Social and Cultural Understanding

**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:**

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

	<p>today.</p> <p>1.3 Explain the concept of the marketing mix and identify fundamental methods for measuring the effectiveness of marketing activities.</p> <p>1.4 Explain how an organization maximizes the value of its customer.</p> <p>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</p> <p>1.6 Identify the external forces that influence marketing.</p>
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Examine the External Marketing Environment	<p>2.1 Describe the way various competitive forces influence marketing strategy development.</p> <p>2.2 Distinguish the role that regulations, laws, and self-regulation play in the practice of marketing in Canada.</p> <p>2.3 Explain the impact of the economy and various market structures on marketing practices.</p> <p>2.4 Discuss how social, environmental, and demographic forces shape marketing strategies now and in the future.</p> <p>2.5 Examine how marketers can and should consider the growing First Nations market.</p> <p>2.6 Identify and explain the effect technological trends and developments have on current and future marketing practices.</p>
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Strategic Marketing Planning and Marketing Intelligence	<p>3.1 Identify the key elements of strategic business planning and its impact on marketing planning.</p> <p>3.2 Outline the process of creating a marketing plan and describe its contents.</p> <p>3.3 Describe fundamental marketing strategies employed by organizations.</p> <p>3.4 Define marketing research and identify the ways in which marketing research findings are used.</p> <p>3.5 Outline the basic stages in the marketing research process.</p> <p>3.6 Differentiate between primary and secondary research data, and explain sources, steps, and methodologies for collecting both.</p> <p>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>
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Consumer and Business Buying Behaviour	<p>4.1 Explain why it is important for marketing managers to understand consumer behaviour.</p> <p>4.2 Describe the steps a consumer goes through when buying a product or service.</p> <p>4.3 Discuss the main psychological, personal, social, and cultural influences on consumer buying behaviour.</p> <p>4.4 Explore cultural buying behaviours, specifically as they</p>

	<p>relate to First Nations groups in Canada.</p> <p>4.5 Identify the types of customers that make up business-to-business markets.</p> <p>4.6 Discuss the unique characteristics of organizational buying behaviour.</p> <p>4.7 Explain the steps in the business-to-business buying decision process, and describe how it works.</p>
<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
Market Segmentation and Target Marketing	<p>5.1 Explain market segmentation and differentiate between the different forms of market segmentation.</p> <p>5.2 Describe the process used and information needed to identify and select target markets.</p> <p>5.3 Explain the concept of market positioning and its role in contemporary marketing practice.</p> <p>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>
<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
Product Strategy	<p>6.1 Explain the total product concept and product mix.</p> <p>6.2 Describe how consumer and business goods are classified.</p> <p>6.3 Explain the role and importance of branding strategies, and the benefits of branding.</p> <p>6.4 Discuss the role of packaging and labelling in the development of product strategies.</p> <p>6.5 Describe the various stages of brand loyalty and how brand equity is created.</p>

**Evaluation Process and Grading System:**

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

**Date:** May 31, 2022

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