



COURSE OUTLINE: BCM101 - INTRO TO MARKETING

Prepared: Kevin Hemsworth

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	BCM101: INTRODUCTION TO MARKETING
Program Number: Name	2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2041: BUSINESS - H.R. 2050: BUSINESS -ACCOUNTING 2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2023-2024
Course Description:	This course is a 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.
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:	BCM102
Vocational Learning Outcomes (VLO's) addressed in this course:	2035 - BUSINESS
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.
	VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
	VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives.
	VLO 4 Apply basic research skills to support business decision making.
	VLO 5 Support the planning, implementation and monitoring of projects.
	VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.



2037 - BUSINESS FUNDAMENTAL

- 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.
- VLO 7 Develop strategies for ongoing personal and professional development to enhance work performance.
- VLO 8 Outline the functional areas of a business and their inter-relationships.

2041 - BUSINESS - H.R.

- VLO 1 participate in the recruitment, selection, and retention of employees
- VLO 4 contribute to an organization`s success through effective employee relations
- VLO 9 communicate human resources information accurately and credibly in oral, written, and graphic form

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.
- VLO 8 Contribute to recurring decision-making by applying fundamental financial management concepts.

2057 - BUSINESS - MARKETING

- VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets
- VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
- VLO 11 develop learning and development strategies to enhance professional growth in the field

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 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.



	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:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
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Books and Required Resources:	<p>THINK Marketing -- MyLab Marketing with Pearson eText (12-Month Access) by Tuckwell, K. J., & Jaffey, M. Publisher: Pearson Canada Inc. Edition: 3rd ISBN: 9780134834283 North York, Ontario, Canada</p>
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Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>Learners will understand core marketing concepts.</td> <td> 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. </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>Learners will understand the external marketing environment and its impact on marketing strategy.</td> <td> 2.1 Identify the external forces that influence marketing. 2.2 Describe the way various competitive forces influence marketing strategy development. 2.3 Distinguish the role that regulations, laws, and self-regulation play in the practice of marketing in Canada. 2.4 Explain the impact of the economy and various market structures on marketing practices. 2.5 Discuss how social, environmental, and demographic forces shape marketing strategies now and in the future. 2.6 Examine how marketers can and should consider the growing First Nations market. </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	Learners will understand 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.	Course Outcome 2	Learning Objectives for Course Outcome 2	Learners will understand the external marketing environment and its impact on marketing strategy.	2.1 Identify the external forces that influence marketing. 2.2 Describe the way various competitive forces influence marketing strategy development. 2.3 Distinguish the role that regulations, laws, and self-regulation play in the practice of marketing in Canada. 2.4 Explain the impact of the economy and various market structures on marketing practices. 2.5 Discuss how social, environmental, and demographic forces shape marketing strategies now and in the future. 2.6 Examine how marketers can and should consider the growing First Nations market.
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	2.7 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
Learners will demonstrate comprehension of the purpose and process of strategic marketing planning and begin to value marketing intelligence.	3.1 Identify the key elements of strategic business planning and 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.
Course Outcome 4	Learning Objectives for Course Outcome 4
Learners will describe and analyze consumer and business buying behaviours.	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 Describe the steps in the business-to-business buying decision process, and differentiate it from the consumer buying process.
Course Outcome 5	Learning Objectives for Course Outcome 5
Learners will understand market segmentation and target marketing.	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+.
Course Outcome 6	Learning Objectives for Course Outcome 6
Learners will comprehend product strategy.	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.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
1. Weekly Assignments	40%
2. Weekly Discussions	15%
3. Presentations	15%
4. Final Assignment	20%
5. Reflection	10%

Date:

June 22, 2023

Addendum:

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

