



COURSE OUTLINE: BCM102 - MARKETING 2

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Course Code: Title	BCM102: MARKETING 2
Program Number: Name	2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2050: BUSINESS -ACCOUNTING 2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2023-2024
Course Description:	This course builds on the foundation of BCM101 Introduction to Marketing. Students will continue to examine current Canadian material on marketing and determine strategies for developing new products and services that are consistent with evolving marketing needs and principles of sustainability. Students will apply their knowledge in producing a marketing plan where they will set marketing objectives, develop a marketing mix, along with developing marketing strategies. Budgetary considerations will be taken into account, and evaluation criteria identified. Students will also contribute to the development of pricing strategies and participate in conducting market research to provide information needed to make marketing decisions. The development of analytical marketing skills will be emphasized through the use of problems and case studies.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	BCM101
Corequisites:	There are no co-requisites for this course.
Substitutes:	BUS145, OEL464
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 6 Perform work in compliance with relevant statutes, regulations and business practices.
	VLO 8 Use accounting and financial principles to support the operations of an organization.
	VLO 9 Describe and apply marketing and sales concepts used to support the operations of



an organization.

VLO 10 Outline principles of supply chain management and operations management.

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 5 Perform basic accounting procedures and financial calculations to support the operations of an organization.

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 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 one's 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.

Other Course Evaluation &

A+ = 90-100%



Assessment Requirements:

A = 80-89%
 B = 70-79%
 C = 60-69%
 D = 50-59%
 F < 50%

Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test. The late student must see the professor at the end of the class time and provide a suitable explanation.

Students caught cheating during a test will receive an automatic zero.

In order to qualify to write the missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test will be a comprehensive test.

Books and Required Resources:

THINK Marketing by Tuckwell, K. J., & Jaffey, M. (2019)
 Publisher: Pearson Canada Inc. eText and MyLab Edition: 3rd Edition
 North York, Ontario, Canada

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Discuss and analyze product and brand management.	1.1 Explain the different organizational structures used to manage brands. 1.2 Describe the steps in the new product development process. 1.3 Discuss key decisions involved in managing current products. 1.4 Identify the stages in a product's life cycle and discuss how a brand manager's decisions are influenced at each stage. 1.5 Explain how the product adoption process influences the length and shape of a product's life cycle.
Course Outcome 2	Learning Objectives for Course Outcome 2
Explore and consider service and not-for-profit marketing.	2.1 Outline the characteristics and behaviours that distinguish services marketing from product marketing. 2.2 Describe the elements of the services marketing mix. 2.3 Explain the nature, scope, and characteristics of not-for-profit marketing. 2.4 Describe the types of not-for-profit marketing. 2.5 Discuss the role and importance of marketing strategy in



	not-for-profit organizations.
Course Outcome 3	Learning Objectives for Course Outcome 3
Explore and explain pricing objectives, strategies, and tactics.	<p>3.1 Explain the importance of price in the development of marketing strategy.</p> <p>3.2 Describe the various factors that influence price decisions.</p> <p>3.3 Explain the differences between profit, return on investment, and sales pricing objectives.</p> <p>3.4 Describe the various pricing strategies an organization considers to achieve price objectives.</p> <p>3.5 Explain the various pricing tactics an organization employs to motivate purchase.</p> <p>3.6 Describe how legal issues can affect pricing strategy.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
Define and describe retailing, distribution, and supply chain management.	<p>4.1 Define distribution planning and describe the role of intermediaries in the distribution channel.</p> <p>4.2 Describe the structure of different types of distribution channels and evaluate new channel strategies as a means of gaining competitive advantage.</p> <p>4.3 Describe the influences that are considered when selecting a distribution channel</p> <p>4.4 Describe the nature of relationships between members of a channel of distribution and explain the concept of integrated marketing systems</p> <p>4.5 Describe the key logistics marketing functions in a supply chain and explain how supply chain management systems are improving operational efficiency.</p> <p>4.6 Explain the importance of retailing in Canada, define the functions associated with contemporary retailing, and identify key trends influencing the industry.</p> <p>4.7 Describe the various types of retailers based on ownership, products and services offered, and method of operation.</p> <p>4.8 Describe the role and function of the major components of the retail marketing mix and its transition into the digital marketing environment.</p>
Course Outcome 5	Learning Objectives for Course Outcome 5
Define and explore integrated marketing communications including advertising, social and mobile communications, sales promotion, public relations, experiential marketing, and personal selling.	<p>5.1 Define integrated marketing communications and describe the components of the integrated marketing communications mix.</p> <p>5.2 Describe the basic elements that comprise marketing communications planning.</p> <p>5.3 Explain the nature of creative (message) decisions that are part of an advertising campaign.</p> <p>5.4 Explain the nature of media decisions that are part of an advertising campaign and assess various media alternatives for delivering messages</p> <p>5.5 Describe the role of social media and mobile communications in marketing communications campaigns.</p> <p>5.6 Identify the role and function of various consumer and trade promotion activities.</p>

	<p>5.7 Identify the role of public relations and describe the tools and techniques used in the development of marketing communications strategies.</p> <p>5.8 Explain the role of experiential marketing in marketing today.</p> <p>5.9 Describe the role of personal selling in the marketing communications mix and describe the basic steps in the selling process.</p>
Course Outcome 6	Learning Objectives for Course Outcome 6
Develop a Strategic Marketing Plan.	<p>6.1 Examine the strategic marketing process and its key phases, and develop the key elements of a marketing plan.</p> <p>6.2 Explore how a company vision, mission and goals are important strategic planning elements that help marketers to develop meaningful objectives.</p> <p>6.3 Identify the strengths, weaknesses, opportunities, and threats presented by a company's political, economic, social, and technological marketing environments.</p> <p>6.4 Develop a marketing strategy, including a customer profile, segmentation, and targeting, and use those to differentiate and position a product.</p> <p>6.5 Develop pricing strategies that align with target customer groups and are viable and sustainable through the new product development cycle.</p>

Evaluation Process and Grading System:

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

Date: June 22, 2023

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