

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: **MARKETING FEASIBILITY - Module II**

CODE NO: \_\_\_\_\_ SEMESTER: \_\_\_\_\_

PROGRAM: **BUILD A BUSINESS**

AUTHOR: **LARRY LITTLE**

DATE: **August 1994** PREVIOUS OUTLINE: \_\_\_\_\_

APPROVED: **DEAN** \_\_\_\_\_ DATE \_\_\_\_\_

COURSE NAME: **Marketing Feasibility** CODE NO. \_\_\_\_\_

TOTAL CREDIT HOURS: **4.0**

PREREQUISITE(S): OSSDG or equivalent with credits at or above the general level or mature status.

**I. PHILOSOPHY/GOALS:**

The "Build a Business" program provides opportunities for the learner to develop a "bankable" plan for a new business and to develop skills and knowledge to start and operate the business. This course contains nine modules which help the learner systematically assess the market feasibility of their business idea.

**II. STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course the student will:

1. Demonstrate a thorough understanding of the marketing concepts that impact small business.
2. Demonstrate how to segment a market, target a desirable segment and position a product, service and/or business.
3. Select a process of market research which best suits the learners business idea.
4. Outline tactics to respond to competitive pressures.
5. Design an appropriate communication strategy
6. Develop a promotional plan.
7. Choose an appropriate pricing strategy.
8. Select a means of distribution and location.
9. Prepare the framework for a customer service plan for their business.

**III. TOPICS TO BE COVERED:**

1. Marketing
2. Target Market
3. Marketing Research
4. Competition Analysis
5. Communicating to Your Market
6. Marketing Strategy Promotion
7. Marketing Strategy Pricing
8. Marketing Strategy - Place/Leasing/Distribution
9. Customer Service

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**LEARNING OBJECTIVES/ACTIVITIES**

**REQUIRED RESOURCES**

**1. MARKETING**

**LEARNING OBJECTIVES**

1. Understand the concept of marketing
2. Identify the differences between marketing and selling.
3. Design and outline marketing and selling strategy for your business.

**LEARNING ACTIVITIES**

1. Listen to a presentation on the Fundamental Concepts in Marketing
2. View film "Marketing for Small Business"
3. Participate in class discussion
4. Case study "We Do It All For You" and ensuing discussion.

Supplemental handouts "Marketing Concepts"  
Film "Marketing for Small Business"  
Case "MacDonalds, We Do It All For You"  
Film "MacDonalds,  
Clip from In Search of Excellence  
Overheads  
Student Marketing Workbook

**2. TARGET MARKET**

**LEARNING OBJECTIVES**

1. Outline the concept of "Target Market.
2. Relate the importance of target market focus for your business.
3. List and identify the methods used to identify a target market.

**LEARNING ACTIVITIES**

1. Listen to a lecture and participate in a discussion on Target marketing and Market Segmentation.
2. Listen to an Entrepreneur tell his story on the importance and difficulty of target marketing.
3. Research the demographic, geographic and psychographic profile of the Sault Ste. Marie market in groups and report back.
4. Define the target market for their product service (business)

Guest speaker, overheads, trip to EDC & 20 copies EDC Quick Facts, Library (Stats Canada 1990 Census Sault Ste. Marie)  
Student Marketing workbook.

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### LEARNING OBJECTIVES/ACTIVITIES

### REQUIRED RESOURCES

#### 3. MARKETING RESEARCH

##### LEARNING OBJECTIVES

1. Outline the reasons to use a marketing research approach.
2. Select a process of market research which suits your business idea.
3. List and identify the methods used to identify a target market.

##### LEARNING ACTIVITIES

1. Lecture & discussion on marketing, methods and processes.
2. Participate in a workshop with Mary Fisher Smith (FEDNOR) on market Research
3. Design a questionnaire
4. Conduct a preliminary research survey focussing on their target market.
5. Tabulate and interpret results
6. Complete Market Research Worksheet

Supplementary Handout "How to Conduct Market Research"

Speaker Mary Fisher Smith  
Overheads  
Market Research Workbook

#### 4. COMPETITION ANALYSIS

##### LEARNING OBJECTIVES

1. Understand the forms of competition in the business area
2. Determine your competitors' roles in your selected business area.
3. Outline your tactics to respond to competitive pressures.

##### LEARNING ACTIVITIES

1. Listen to a presentation and participate in a discussion on types of competition in the market place.
2. Identify both direct and indirect competitors for their business.
3. Listen to a presentation on Competitive Analysis.
4. Using the Competitive Analysis Worksheet list the strengths and weaknesses of the competition.
5. Share with class findings
6. Complete competitive analysis outlining opportunities and threats for your business.

Student Marketing Workbook, Overheads, Supplemental Handouts

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**LEARNING OBJECTIVES/ACTIVITIES**

**REQUIRED RESOURCES**

**5. COMMUNICATING TO YOUR MARKET**

**LEARNING OBJECTIVES**

1. Define what corporate image means.
2. Select what our want your company image to project.
3. Design your corporate image.

**LEARNING ACTIVITIES**

1. Listen to a presentation on the communication process.
2. Participate in group exercises designed to select a business name, slogan, logo, letterhead, business cards etc.
3. Visit local printing shop price out communication components necessary to start the business.

Marketing Workbook, Handouts, Overheads, Book visit to Cliffe Printing

**6. MARKETING STRATEGY PROMOTION**

**LEARNING OBJECTIVES**

1. List the important roles of advertising and promotion in marketing.
2. Explain the different forms of advertising and promotion.
3. Select and explain the advertising and promotion strategy you would like for your business.

**LEARNING ACTIVITIES**

1. Listen to a teacher presentation on the elements of the Marketing Mix & Marketing Strategy.
2. Meet members of all the various media in a promotional workshop.
3. Select the advertising & promotional vehicles which most suit their needs.
4. Prepare a promotional calendar with sample promotional vehicles, eg: an advertisement, brochure for their business plan.

Marketing Wookbook, Supplementary Handouts, Speakers MCTV, Sault Star, Sault This Week, Radio, Sault College Media Services, Free Lance Graphic Artists, Superior 7 Signs

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**LEARNING OBJECTIVES/ACTIVITIES**

**REQUIRED RESOURCES**

**7. MARKETING STRATEGY PRICING**

**LEARNING OBJECTIVES**

1. Demonstrate an understanding of pricing terminology
2. Use market and financial research to establish a price range for products and services.
3. Develop a competitive pricing strategy for the business.

**LEARNING ACTIVITIES**

1. Listen to and participate in a teacher led class discussion.
2. Conduct a breakeven analysis.
3. Complete a pricing worksheet for all products and services for the business.

Marketing Workbook, Supplemental Handouts

**8. MARKETING STRATEGY - PLACE/LEASING, DISTRIBUTION,**

**LEARNING OBJECTIVES**

1. Demonstrate an understanding of all the factors a small business person must consider when making a purchase or lease decision.
2. Evaluate the importance of location in his/her business plan.
3. Select an appropriate means of distribution.

**LEARNING ACTIVITIES**

1. Listen to a presentation on selecting a suitable location for your business.
2. Select 3 most appropriate locations for your business and complete the location checklist.
3. Complete Case Studies on leasing in groups and share answers with class
4. Research the most efficient channel of distribution for their products/services.

Marketing Workbook, Overheads, handouts.

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**LEARNING OBJECTIVES/ACTIVITIES**

**REQUIRED RESOURCES**

**9. CUSTOMER ACTIVITIES**

**LEARNING OBJECTIVES**

1. Outline the main areas of good customer service.
2. Design and approve your business' policy on good customer service.
3. Identify the skills and techniques which are essential to good customer service.
4. Choose a training program on how to deal with difficult customers.
5. Design a customer service plan that provides you and your employees with a sense of pride and value.

**LEARNING ACTIVITIES**

1. Listen to a presentation on the essential elements of customer service.
2. View film In Search of Excellence and complete questions for class discussion.
3. Using workbook write a customer service plan.

Marketing Manual, Film In Search of Excellence, Supplementary Handouts, Overheads

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**V. EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS ETC.)**

A final grade will be derived as follows:

a)	Completion of 9 end of unit exercises	45%
b)	Completion - Written copy of a Marketing Plan	55%
		<hr/>
		100%

**VI. REQUIRED STUDENT RESOURCES**

Build A Business Marketing Workbook  
Marketing Research Manual

**VII. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY**

**BOOK SECTION:** (title, publisher, edition, date, library call number if applicable - see attached example)

Periodical Section

Magazines  
Articles

Audiovisual Section

Films  
Filmstrips  
Transparencies

**VIII. SPECIAL NOTES**