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Course Name

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Code No.**I. COURSE DESCRIPTION:**

This introductory course examines what is involved in the practice and management of Marketing. Students will explore the Marketing process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services.

**I LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Define Marketing and describe its role and importance to contemporary organizations.

Potential Elements of the Performance:

- Describe how Marketing has evolved to become the driving force of business growth.
- Explain the variety of activities that comprise the Marketing practice.
- Describe major trends and issues confronting the practice of Marketing.

***This learning outcome will constitute 10% of the course's grade.***

2. Demonstrate an understanding of the impact on Marketing in a constantly changing business environment.

Potential Elements of the Performance:

- Explain the concept of the Marketing Mix.
- Describe the decision-making process associated with Marketing activities.
- Identify and explain the impact of external influences on marketing mix strategies.

***This learning outcome will constitute 10% of the course's grade.***

3. Understand the behavior of the consumer when considering a purchase decision.

Potential Elements of the Performance:

- Describe the steps in the consumer purchase decision process.
- Describe the behavioral influences on consumer lifestyles.
- Explain the role of consumer behavior with respect to the development of Marketing strategies.

***This learning outcome will constitute 10% of the course's grade.***

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4. Define a Market and identify the strategies used to reach consumers in a defined category.

Potential Elements of the Performance:

- Describe the differences between mass marketing and market segmentation.
- Describe the process used and information needed to identify and select target markets.
- Describe the various types of segmentation strategies used in marketing.

***This learning outcome will constitute 10% of the course's grade.***

5. Understand the concept of product mix.

Potential Elements of the Performance

- Define the concept of product mix
- Explain the role and importance of branding and brand names in the development of product strategies.

***This learning outcome will constitute 10% of the course's grade.***

6. Define Product Management.

Potential Elements of the Performance

- Describe the organization systems for developing and managing products.
- Identify the alternatives available to an organization for developing new products.
- Identify and explain the steps in the new product development process.

***This learning outcome will constitute 10% of the course's grade.***

7. Utilize price strategy and determine product pricing.

Potential Elements of the Performance

- Explain the importance of Price in Marketing strategy.
- Differentiate among profit, sales and competitive pricing objectives.
- Calculate basic prices using a variety of pricing models.

***This learning outcome will constitute 10% of the course's grade.***

8. Describe the criteria related to arriving at the final price for a good or service.

Potential elements of the Performance

- Define list and quoted prices.

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- Describe adjustments made to approximate prices.
- Prepare basic financial analyses used in evaluating alternative pricing strategies.
- Define the principal laws and regulations affecting pricing practices.

***This learning outcome will constitute 15% of the course's grade.***

9. Understand Sales Promotion techniques.

Elements of the Performance

- Describe various types of consumer and trade promotions.
- Outline the steps in the selling process.
- Explain the importance of event Marketing.

***This learning outcome will constitute 15% of the course's grade.***

### III. TOPICS:

1. Contemporary Marketing
2. Marketing Environments
3. Consumer Buying Behavior
4. Market Segmentation
5. Product Strategy
6. Product Management
7. Price Strategy
8. Arriving at the Final Price
9. Sales Promotion

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Text: Marketing Fourth Canadian Edition (With Study Guide and CD)  
Berkowitz et.al. Mcgraw- Hill- Ryerson Publishers, ISBN#0070893136

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## V. EVALUATION PROCESS/GRADING SYSTEM:

### TESTS:

The evaluation process will consist of **Four Tests** administered during the term. Each test will be weighted as 25% of the final grade.

1. **Test #1:** Reference material is from Chapters 1, 6 & 7.
2. **Test #2:** Reference material is from Chapters 9, 11 & 12.
3. **Test #3:** Reference material is from Chapters 13, 14 & 15.
4. **Test #4:** Reference material is from Chapters 19, & 20.

### Supplementary Test:

A student who has missed a test or failed a test during the semester will have the privilege of writing a Supplementary Test at the end of the semester if the student has attended a minimum of 80% of the classes during the regular semester. The Supplementary Test will be comprehensive, drawing upon all of the material covered during the semester. The results of the Supplementary Test will replace the lowest failed test or missed test.

The following semester grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.75
B	70 – 79%	3.00
C	60 – 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies &amp; Procedures Manual - Deferred Grades and Make-up</i> ).	
NR	Grade not reported to Registrar's office.	

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This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.

## VI. SPECIAL NOTES:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Office hours maintained by the Professor will be provided to students.

## VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

## VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.