

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Introduction to Marketing

CODE NO. : MKT101 SEMESTER: 1

PROGRAM: Business: (SME)

AUTHOR: J. Cavaliere/John Mitchell

DATE: Sept . 04 PREVIOUS OUTLINE DATED: Sept. 03

APPROVED:

DEAN

DATE

TOTAL CREDITS: 3

PREREQUISITE(S): None

LENGTH OF COURSE: 16 weeks

TOTAL CREDIT HOURS: 48

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For additional information, please contact
School of Continuing Education, Business & Hospitality

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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 link between Marketing and Corporate Strategies.

Potential Elements of the Performance:

- Describe how organizations set strategic directions.
- Describe the decision-making process associated with marketing activities.
- Identify and explain the impact of external influences on marketing mix strategies.
- Explain how the marketing mix elements are blended into a marketing program.

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.

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- 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.
4. Describe Global Marketing and identify the strategies used to enter and compete in a Global market.

Potential Elements of the Performance:

- Describe the nature and scope of world trade from a global perspective and its implications for Canada.
 - Understand the importance of environmental factors in shaping global markets.
 - Identify specific challenges marketers face when crafting worldwide marketing strategies.
This learning outcome will constitute 10% of the course's grade.
5. Understand what marketing research is and does.

Potential Elements of the Performance

- Explain the different types of marketing research.
 - Explain the use of surveys, experiments and observation in marketing research.
 - Recognize alternative methods to forecast sales.
This learning outcome will constitute 15% of the course's grade.
6. Identify Market Segments and Targets. Describe managing product brands and services.

Potential Elements of the Performance

- Explain what market segmentation is and the five steps involved in segmentation.
 - Develop a market-product grid to use in segmenting and targeting a market.
 - Explain the product life cycle concept and relate a marketing strategy to each stage.
 - Understand alternative approaches to managing a product's life cycle.
 - Describe the four unique elements of services.
 - Understand the ways in which consumers purchase and evaluate services.
This learning outcome will constitute 15% of the course's grade.
7. Build the Price Foundation.

Potential Elements of the Performance

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- Explain the importance of Price in marketing strategy.
- Differentiate among profit, sales and competitive pricing objectives.
- Calculate a break-even point for various combinations of price, fixed cost and unit variable cost.

This learning outcome will constitute 15% 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.
- 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.

III. TOPICS:

1. Customer Relationships and Value through marketing.
2. Marketing and Corporate Strategies.
3. Consumer Buying Behavior
4. Global Marketing
5. Market Segments and Targets
6. Managing Services
7. Building the Price Foundation
8. Arriving at the Final Price

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IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Text: Marketing Fifth Canadian Edition (With Study Guide and CD)
 Berkowitz et.al. McGraw- Hill- Ryerson Publishers, ISBN#0070921704

V. EVALUATION PROCESS/GRADING SYSTEM:**TESTS:**

The evaluation process will consist of **Five Tests** administered during the term. Each test will be weighted evenly:

1. **Test #1:** Reference material is from Chapters 1,2
2. **Test #2:** Reference material is from Chapters 6,7
3. **Test #3:** Reference material is from Chapters 8,9
4. **Test #4:** Reference material is from Chapters 11,12
5. **Test #5:** Reference material is from Chapters 13,14

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. 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%	4.00
B	70 – 79%	3.00
C	60 – 69%	2.00
D	50 - 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in	

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	field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

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 professor and/or the Special Needs office. .

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.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in Students Rights and Responsibilities. Students who engage in “academic Dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

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.

VII. PRIOR LEARNING ASSESSMENT:

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Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of the following of a challenge exam or portfolio.

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.