
Course Name

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. The student upon completion of this course should be able to demonstrate their ability to apply knowledge of the marketing function to the operation of an organization in the areas of marketing situations, market environment, market segmentation, and roles of product and promotion.

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 demonstrate its role and importance to contemporary organizations.

Potential Elements of the Performance:

- Illustrate 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. Apply knowledge of the marketing function in consideration of the marketing environment

Potential Elements of the Performance:

- Explain how organizations set strategic directions.
- Demonstrate 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 20% of the course's grade.

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3. Demonstrate an working knowledge of the effect of ethics on the marketing environment. Recognize some social and cultural effects on the business operations (marketing segment) of a number of significant factors such as ethical issues

Potential Elements of the Performance:

- Examine the nature and significance of Marketing ethics
- Show the effect of social culture and norms on marketing practice
- Illustrate the social responsibilities in Marketing

This learning outcome will constitute 20% of the course's grade.

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

Potential Elements of the Performance

- Apply 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 25% of the course's grade.

5. Have an introductory knowledge assessing a marketing situation in terms of marketing research. Identify market segments and targets

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.
- 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.

This learning outcome will constitute 25% of the course's grade.

III. TOPICS:

1. Define Marketing and its role in the organization
2. Marketing and Corporate Strategies
3. Customer Relationships and Value through Marketing.
4. Understanding Consumers and the Markets
5. Targeting Marketing Opportunities

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: There will be three (3) tests based on terms and end of chapter questions as follows:

- | | |
|---|------|
| 1. Test one (1) will cover the learning outcomes 1,2 ,3 | 30 % |
| 2. Test two (2) will cover the learning outcome 4 | 15% |
| 3. Test three (3) will cover the learning outcome 5 | 15 % |

CASES: There will be three (3) cases assigned during the semester as follows:

- | | |
|---|------|
| 1. Specialized Bicycle Components, Inc. pg 51 | 10 % |
| 2. The Consumer on the Couch pg143 | 15 % |
| 3. Bookworms, Inc. pg 234 | 15 % |

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.

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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 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.

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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:

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.