

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Introduction to Marketing
CODE NO. : MKT101 **SEMESTER:** 08F
PROGRAM: 2035/2050/2102
AUTHOR: J. Cavaliere BBA, MBA
DATE: 01-Sep-2008 **PREVIOUS OUTLINE DATED:** 01-09-2007
APPROVED: "Penny Perrier"

CHAIR

DATE

TOTAL CREDITS: 3

PREREQUISITE(S): none

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

This introductory course examines the application and management of Marketing in the Canadian and Global marketplace. Students will explore the primary elements of the Marketing mix (Product, Price, Promotion, and Place); how to utilize the elements of the Marketing mix to create value for the customer, and how to satisfy consumer needs. The study of Marketing will expose the student to current trends in the Canadian and Global marketplace. Students will gain the knowledge of how to create customer value, develop customer relationships and sustain profitability for a business through the efforts of Marketing.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Describe the Marketing ConceptPotential Elements of the Performance:

- Define Marketing
- Explain how Marketing discovers and satisfies consumer needs and wants.
- Distinguish between marketing mix elements and environmental issues.
- Describe how a market orientation focuses on creating customer value, satisfaction, and customer relationships.
- Understand the breadth and depth of marketing.

2. Understand how to develop successful marketing strategies.Potential Elements of the Performance:

- Describe the three organizational levels of strategy.
- Describe why business, mission, culture, and goals are important in organizations.
- Explain how organizations set strategic directions by assessing where they are now and where they seek to be in the future.
- Describe the strategic marketing process and its three key phases: planning, implementation and control.
- Explain how the marketing mix elements are blended into a marketing program.

3. Describe the concepts used to scan the marketing environment.

Potential Elements of the Performance:

- Explain how environmental scanning provides information about social, economic, technological, competitive, and regulatory forces.
- Describe how demographics and cultural and economic forces affect marketing.
- Describe how technological changes are impacting marketers and consumers.
- Explain the major legislation that ensures competition and protects consumers in Canada.

4. Understand ethics and social responsibility in marketing.

Potential Elements of the Performance:

- Explain the differences between legal and ethical behavior in marketing
- Identify factors that influence ethical and unethical behavior in marketing.
- Describe the different concepts of social responsibility.
- Recognize unethical and socially irresponsible consumer behavior.

5. Understand consumer behavior.

Potential Elements of the Performance:

- Describe the stages in the consumer purchase decision process.
- Distinguish among three variations of the consumer purchase decision process.
- Identify major psychological influences on consumer behavior.
- Identify the major socio-cultural influences on consumer behavior.

6. Describe organizational markets and buyer behavior.

Potential Elements of the Performance:

- Distinguish among industrial, reseller and government organizational markets.
- Describe the key characteristics of organizational buying that make it different from consumer buying.
- Explain how buying centers and buying situations influence organizational purchasing.
- Recognize the importance of online buying in organizational markets.

7. Understand the concepts used to reach global markets.

Potential Elements of the Performance:

- Describe the scope and nature of world trade from a global perspective and its implications for Canada.
- Identify the major trends that have influenced the landscape of global marketing.
- Identify the environmental factors that shape global marketing efforts.
- Name and describe the alternative approaches companies use to enter global markets.

8. Understand the concept of marketing research.

Potential Elements of the Performance:

- Know what marketing research is.
- Explain the different types of marketing research.
- Understand the stages in the marketing research process.
- Explain the use of secondary data, surveys, experiments, and observations in marketing research.
- Explain how a marketing information system can trigger marketing actions.

9. Explain market segmentation, targeting and positioning.

Potential Elements of the Performance:

- Explain what market segmentation is and when to use it.
- Identify the five steps involved in segmenting and targeting markets.
- Recognize the different factors used to segment consumer and organizational markets.
- Explain how marketing managers position products in the marketplace.
- Describe three approaches to developing a sales forecast for a company.

III. TOPICS:

1. Define Marketing
2. Understanding Successful Marketing Strategies
3. Scanning the Marketing Environment
4. Ethics and Social Responsibility in Marketing
5. Consumer Behavior
6. Organizational Markets and Buyer Behavior
7. Reaching Global Markets
8. Marketing Research
9. Market Segmentation

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing (7th Canadian Edition); Crane, Kerin, Hartley, Rudelius
McGraw-Hill Ryerson, ISBN: 9780070984943

V. EVALUATION PROCESS/GRADING SYSTEM:

Test #1: Chapters: 1, 2 & 3	34%
Test #2: Chapters: 4, 5 & 6	33%
Test #3: Chapters: 7, 8 & 9	<u>33%</u>
Total	100%

Supplementary Test:

There will be no individual re-writes of tests missed during the semester. If a student attends 80% of the classes during the semester, and has missed a test during the semester, he/she can request consideration for writing a supplementary test scheduled at the end of the semester. The supplementary test will be comprehensive, covering all of the learning outcomes of the semester. The grade achieved on the supplementary test will replace the zero grades issued for any missed test. Regular attendance is critical to the successful completion of the course.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00

F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
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. Visit Room E1101 or call Extension 2703 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 postsecondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. 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.

Course Outline Amendments:

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.

Attendance:

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis.

In all cases, attendance of less than 80% of the scheduled classes is not acceptable.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be asked to leave the classroom.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Chair of the Business Department who will decide if the student will be permitted to return to class.

Students attending this class do so to study Human Resources Management; therefore, no other activity will be permitted. Student's who wish to engage in other activities will be asked to leave the classroom, as described above.

Cell Phones must be turned off during class time. If a student does not follow this policy they will be asked to leave the classroom.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

Return of Students' Test, Assignments:

Tests and assignments will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test or assignment at the professor's office within three weeks of that class. Tests and assignments not picked up within the three weeks will be discarded. End of semester tests and assignments will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Students are required to retain their tests and assignments in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the instrument in question, the professor's recorded mark will stand.

Tuition Default

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honored) as of the first week of November will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.