



**I. COURSE DESCRIPTION:**

1. 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 students 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. Define marketing and understand the process of creating and capturing customer value.

Potential Elements of the Performance:

- Define marketing and outline the steps in the marketing process
- Explain the importance of understanding customers and the marketplace.
- Identify the five core marketing concepts
- Identify the key elements of a customer-driven marketing strategy.
- Identify strategies for creating value for customers.
- Describe the major trends that are changing the marketing landscape.

2. Understand marketing strategy and where marketing really begins.

Potential Elements of the Performance:

- Explain company-wide strategic planning and its four steps.
- Explain marketing's role in strategic planning and how marketing works to create and deliver customer value.
- List the elements of a customer-driven marketing strategy.
- List the functions of marketing management.
- Discuss the importance of measuring and managing the return on marketing investment.

3. Describe marketing and society: social responsibility and marketing ethics

Potential Elements of the Performance:

- Identify the major social and ethical criticisms of marketing.
- Identify the major regulators of marketing in Canada.
- Describe how environmental sustainability issues and the "green"

- movement affect marketing strategies.
  - Describe the principles of socially responsible marketing.
  - Explain the role of ethics in marketing.
4. Analyze the marketing environment.  
Potential Elements of the Performance:
- Define the environmental forces that affect a company's ability to serve its customers.
  - Explain how changes in the demographic and economic environments affect marketing decisions.
  - Identify the major trends in the natural and technological environments.
  - Explain the key changes in the political and cultural environments.
  - Discuss how companies can react to the marketing environment.
5. Managing Marketing Information.  
Potential Elements of the Performance:
- Explain the importance of marketing information in gaining insights about customers.
  - Define the marketing information system and discuss its parts.
  - Outline the steps in the marketing research process.
  - Explain how companies analyze and use marketing information.
6. Understand consumer and business behavior.  
Potential Elements of the Performance:
- Describe the consumer market and the major factors that influence consumer buyer behavior
  - Identify and discuss the stages in the consumer buying process.
  - Define the business market and identify the major factors that influence business buyer behavior.
  - List and identify the steps in the business buying –decision process.
7. Understand segmentation, targeting and positioning  
Potential Elements of the Performance:
- Define the major steps of designing a customer-driven marketing strategy.
  - List and discuss the major approaches for segmenting consumer and business markets.
  - Explain how companies identify attractive market segments and choose a target marketing strategy.
  - Discuss how companies position their products for maximum competitive advantage in the marketplace.
8. Product and brand strategy.  
Potential Elements of the Performance:

- Define the term product in the marketing sense.
- List the major classifications of products and services.
- Describe the strategic decisions companies make regarding the marketing of their products and services.
- Identify the four characteristics that make service marketing a special kind of product marketing.
- Describe the concept of brand.

9. Pricing.

Potential Elements of the Performance:

- Discuss the importance of understanding customer-value perceptions and company costs when setting prices.
- Identify and explain the internal and external factors affecting pricing decisions.
- Describe the major strategies for pricing products.
- Explain how companies determine a set of prices that maximizes profits.
- Discuss how companies adjust their prices to take into account the different types of customers and situations.

**III. TOPICS:**

1. Define marketing
2. Understand marketing strategy
3. Sustainable marketing, social responsibility and ethics.
4. Analyze the marketing environment
5. Manage marketing information
6. Consumer and business behavior
7. Segmentation, targeting and positioning
8. Product and brand strategy
9. Pricing

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

Marketing: An Introduction, Canadian Fourth Edition, In-Class Edition,  
Armstrong Kotler et. al., Pearson Canada, ISBN #978-0-13-254-984-4

Electronic textbook available at:

Gary Armstrong; Philip Kotler; Valerie Trifts; Lilly Anne Buchwitz,  
Marketing: An Introduction, Fourth Canadian Edition,  
[http://www.coursesmart.com/9780131391109?\\_\\_professorview=false&\\_\\_instructor=1732366](http://www.coursesmart.com/9780131391109?__professorview=false&__instructor=1732366)

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

<b>Test #1: Chapters: 1, 2 &amp; 3</b>	<b>34%</b>
<b>Test #2: Chapters: 4, 5 &amp; 6</b>	<b>33%</b>
<b>Test #3: Chapters: 7, 8 &amp; 10</b>	<b>33%</b>
<b>Total</b>	<b>100%</b>

**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%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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:

**Electronic devices used to record instruction are not allowed in the classroom with the exception of issues related to accommodations of disability. Formal accommodation documentation must be provided by the student from the Disability Services Department prior to requesting the recording of instruction.**

### 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 Introduction to Marketing; 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.

### Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. ***It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.***

**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.**

Return of Students' Tests, Exams and 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 two weeks of that class. Tests and assignments not picked up within the two weeks will be discarded. End of semester tests and assignments will be held for two weeks following the end of the semester. If they have not been picked up within that two-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 test/assignment in question, the professor's recorded mark will stand.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.