

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Introduction to Marketing

CODE NO. : MKT101 **SEMESTER:** 1

PROGRAM: Business/Business Management/Accounting
2035/2010/2050

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DATE: 05/13/15 **PREVIOUS OUTLINE DATED:** 01/06/14

APPROVED: "Colin Kirkwood" June
2015

DEAN **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S): None

HOURS/WEEK: 3

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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. Develop and manage products and services
Potential Elements of the Performance:
 - Define product and development.
 - Explain the product life cycle.
 - Describe impacts on the product life cycle.
 - Explain service characteristics, quality, productivity, and differentiation.

9. 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.

III. TOPICS:

1. Marketing: Creating And Capturing Customer Value
2. Company And Marketing Strategy: Partnering To Build Customer Relationships
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. Developing And Managing Products And Services
9. Brand Strategy And Management

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing: An Introduction, Canadian Fifth Edition, In-Class Edition, Armstrong Kotler et. al., Pearson Canada, ISBN #978-0-13-337314-1

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	33%
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. Students who are late for tests will be considered absent.

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)	49.9% 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.	

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI. SPECIAL NOTES:

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. Should a student be required to leave early, the student should advise the Professor prior to the start of class.*

VII. COURSE OUTLINE ADDENDUM:

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