

I. COURSE DESCRIPTION: This course is an informative introduction into marketing. Students will become acquainted with current Canadian marketing concepts, terminology and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization's profitability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Examine the marketing process.
Potential Elements of the Performance:
 - 1.1 Identify the elements of the marketing mix
 - 1.2 Distinguish between environmental forces and marketing mix elements
 - 1.3 Consider the impact of the marketing function on other functional areas and its role within the Organization
 - 1.4 Examine relationship marketing concepts
 - 1.5 Examine the nature and significance of ethics and sustainability in marketing
 - 1.6 Describe the strategic marketing process and its key phases
2. Examine the impact of an environmental scan (economic, technological, competitive, environmental, social, political, and demographic) on the development of marketing strategies
Potential Elements of the Performance:
 - 2.1 Analyze the impact of economic, technological, competitive, environmental, social, political, and cultural aspects of society on marketing initiatives
 - 2.2 Examine the impact of the changing marketing environment including demographics and psychographics on the development of new products and services
 - 2.3 Examine the influences of the economy on marketing planning
 - 2.4 Examine the legal and regulatory forces influencing marketing
 - 2.5 Examine the benefits of conducting a SWOT [strengths, weaknesses, opportunities, threats] analysis
 - 2.6 Discuss changes in aboriginal demographics and their effects on

- the business environment
- 2.7 Examine legislation and government policies related to racism
3. Assess market conditions
- Potential Elements of the Performance:
- 3.1 Examine the three types of research
- 3.2 Determine the steps in conducting market research
- 3.3 Discuss appropriate data collection strategies in regards to market research
- 3.4 Conduct market assessments, both qualitative and quantitative, and identify market opportunities
- 3.5 Discuss the benefits of utilizing secondary research sources when developing a marketing program
- 3.6 Determine the functions of a marketing information system
4. Analyze buyer behaviour using the consumer decision-making model
- Potential Elements of the Performance:
- 4.1 Examine the stages in the consumer decision-making model
- 4.2 Distinguish among the three types of consumer decision processes
- 4.3 Determine the impact of situational influences on the buying decision process
- 4.4 Explain the impact of psychological influences on consumer behaviour
- 4.5 Identify socio-cultural influences and their impact on consumer behaviour
- 4.6 Discuss aboriginal cultural perspectives as they relate to buying behaviour and the consumer decision making process within the aboriginal community
5. Examine segmentation techniques used within the consumer market
- Potential Elements of the Performance:
- 5.1 Differentiate between mass marketing and other market tactics
- 5.2 Examine the process for segmenting a market
- 5.3 Examine the variables used in market segmentation
6. Produce a new product concept and develop a pricing strategy
- Potential Elements of the Performance:
- 6.1 Examine the steps in the new product development process
- 6.2 Examine factors contributing to a product's failure
- 6.3 Examine the role of costs in pricing decisions
- 6.4 Examine how demographics and psychographics affect pricing

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:

Armstrong, G., Kotler, P., Trifts, U., & Buchwitz, L. Marketing: An introduction (6th Canadian ed.). Toronto, Canada: Pearson.

V. EVALUATION PROCESS/GRADING SYSTEM:

<i>Tests/quizzes</i>	<i>50%</i>
<i>Class Assignments</i>	<i>50%</i>

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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 academically successful, the faculty member may confidentially provide that student's name to

Student Services in an effort to help with the student's success. Students 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.

<include any other special notes appropriate to your course>

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.