

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: INTRODUCTION TO MARKETING

CODE NO.: MKT. 101

SEMESTER: 99W

PROGRAM: BUSINESS

AUTHOR: LARRY LITTLE

DATE: JANUARY 99

PREVIOUS OUTLINE DATED: JAN. 97

APPROVED:
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DATE

TOTAL CREDITS 3

PREREQUISITE(S): NONE

LENGTH OF COURSE: 3 HRS./WK X 16 WKS TOTAL CREDIT HOURS: 48

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(705) 759-2554, Ext. 688*

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I. COURSE DESCRIPTION: This introductory course will provide the student with a basic understanding of the concepts and functions of marketing in today's business world. Students will be exposed to the skill set necessary to pursue a successful career in Marketing.

n. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:
(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

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

1) Define marketing and describe its role and importance in contemporary organizations.

Potential Elements of the Performance:

- a. Outline the evolution of marketing and how and why it has become a driving force in business growth.
- b. Describe the activities involved in the marketing process including the four P's of marketing.
- c. Explain the major trends and issues facing marketers today.

This learning outcome will constitute 10% of the course's grade,

2) Illustrate an understanding of marketing environments, both internal within an organization and external to the organization and how they interact.

Potential Elements of the Performance:

- a. Describe the marketing mix (internal controllable variables) and how they work together (the decision making process).
- b. Identify the external uncontrollable factors that influence marketing planning
- c. Demonstrate an appropriate marketing mix strategy given a real world scenario.

This learning outcome will constitute 10% of the course's grade.

COURSE NAME

CODE NO.

- 3) Demonstrate how to identify and select an appropriate target market for a product or service.

Potential Elements of the Performance:

- a. Describe the process used and information required to select a target market.
- b. Complete demographic, geographic, psychographic, and behaviour response segmentation.
- c. Explain the concept of positioning as it relates to a product, service and a business in a market.

This learning outcome will constitute 10% of the course's grade.

4. Explain the reasons for consumer buying behaviour and business buying behaviour.

Potential Elements of Performance:

- a. List the factors that influence consumer's purchasing decisions.
- b. Discuss the steps consumers follow when they make a purchase.
- c. Describe how businesses buy.

This learning outcome will constitute 10% of the course's grade,

5. Collect and interpret Marketing Research Data.

Potential Elements of Performance:

- a. Describe the process of collecting research.
- b. Differentiate between primary and secondary research.
- c. Use sources such as the Internet, and the library to gather research.
- d. Demonstrate how the use of marketing research data can resolve marketing problems.

This learning outcome will constitute 10% of the course's grade.

COURSENAME

CODE NO

6. Demonstrate an understanding of the factors involved in planning, product/service strategy.

Potential Elements of Performance;

- a. Define the total product concept.
- b. Place products in appropriate classifications.
- a Outline the reasons for branding, packaging and labelling
- d Describe the stages of a product lifecycle.
- e. Explain the differences between marketing a service and a product.

This learning outcome will constitute 10% of the course's grade,

7. Explain the pricing strategy of a product or service.

Potential Elements of Performance:

- a. Outline the factors that influence the price of a good or service.
- b. Identify types of pricing strategies and the reasons for their use.
- c. Calculate the price of a good and a service in several real life scenarios.

7/25 learning outcome will constitute 10% of this course's grade.

8. Map a channel of distribution for a business.

Potential Elements of Performance:

- a. Describe what is involved in distribution planning, the types of channels and functions of channel members.
- b. Explain the components of physical distribution and logistics management.
- c. Explain the importance of location in the distribution of a product or service.

This learning outcome will constitute 10% of this course's grade.

COURSE NAME

CODE NO.

9. Design a promotional plan for a product or service.

Potential Elements of Performance:

- a. Outline the factors in the marketing communication (promotional) mix.
- b. Plan a promotion of a product and a service, outline the best media vehicles to use.
- c. Cost an ad in newspaper, radio, and brochures.

This learning outcome will constitute 10% of the course's grade.

10. Demonstrate an understanding of emerging directions in marketing.

Potential Elements of Performance:

- a. Discuss the importance of customer service.
- b. Demonstrate familiarity with the terms direct marketing, tele-marketing, pyramid selling, Internet marketing, etc...
- c. Analyse global marketing opportunities for Canada, (Sault Ste. Marie).

This learning outcome will constitute 5% of the course's grade.

11. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as the professor, a willingness to assume the responsibility of employment.

Potential Elements of Performance;

- a. be present for all scheduled classes,
- b. be on time for all classes,
- c. provide a reasonable excuse for absences,
- d. provide a written statement for absences on assignment due dates, or the date of a scheduled test,
- e. demonstrate behaviour that does not interfere with or obstruct the learning environment,
- f. actively participate in class, assignments and group projects.

This learning outcome will constitute 5% of the course's grade.

COURSE NAME

CODE NO.

m. TOPICS:

1. Contemporary Marketing
2. Marketing Environments
3. Target Marketing
4. Consumer and Business Buying Behaviour
5. Marketing Research
6. Product Strategy
7. Price Strategy
8. Place (Distribution) Strategy
9. Promotion (Communication) Strategy
- 10 Emerging Directions in Marketing

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

TEXT: Canadian Marketing in Action - 4TM Edition,
Keith J. Tuckwell

COURSENAME

CODE NO.

V. **EVALUATION PROCESS/GRADING SYSTEM**

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90-100%	4.00
A	80 - 89%	3.75
B	70 - 79%.	3.00
C	60-69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded. Satisfactory achievement in field placement or non-graded subject areas. A temporary grade - limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see Policies & Procedures Manual - Deferred Grades and Make-up).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

Assignments and Tests:

Written tests (mid-term and final)	45%
Assignments/Problems	50%
Participation/Attendance	<u>5%</u>
	100%

Details of assignments, tests, problems will be distributed two weeks before their due date.

COURSE NAME

CODE NO

VI, SPECIAL NOTES:

- Special Needs
If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 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 post-secondary institutions.

Course Modification

The instructor reserves the right to modify the course as deemed necessary to meet the needs of students.

- Disclaimer for Meeting the Needs of the Learners

- Substitute Course Information is available at the Registrar's Office.

- Any Other Special Notes appropriate to your course.

Vn. PRIOR LEARNING ASSESSMENT

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following: