

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: MARKETING II

CODE NO. : BUS 124 **SEMESTER:** 2

PROGRAM: BUSINESS

AUTHOR: John Cavaliere

DATE:
NOVEMBER 2000

APPROVED:

DEAN

DATE

TOTAL CREDITS: 3
PREREQUISITE(S):
NONE

LENGTH OF
COURSE: 15 WKS

TOTAL CREDIT HOURS: 45

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For additional information, please contact Joe Fruchter
School of Business & Hospitality
(705) 759-2554, Ext. 688

Course Name

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I. COURSE DESCRIPTION:

This course continues the examination of the practice and management of Marketing. Students will explore further the Marketing process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services. The course will emphasize the marketing planning process and how the process is linked to corporate strategy.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Link Marketing and Corporate Strategies.

Potential Elements of the Performance:

- Describe the three organizational levels of Strategy and their components.
- Describe the Strategic Marketing process and its key phases.
- Explain how the marketing mix elements are blended into a cohesive plan.
- Describe the relationship between the various stages of the planning process.

This learning outcome will constitute 15% of the course's grade.

2. Identify the key elements that influence change in the marketing environment.

Potential Elements of the Performance:

- Understand how environmental scanning provides information about social, economic, technological and regulatory change.
- Describe how technology changes can affect marketing.
- Understand the forms of competition that exist in a market.
- Explain the major legislation that ensures competition and regulates the marketing mix.

This learning outcome will constitute 15% of the course's grade

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3. Understand ethics and social responsibility in marketing.

Potential Elements of the Performance:

- Understand the difference between legal and ethical behavior in marketing.
- Identify factors that influence ethical and unethical behavior marketing decisions.
- Distinguish among the different concepts of ethics and social responsibility.

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

4. Understand the basic concepts of global marketing and world trade.

Potential Elements of the Performance:

- Describe the nature and scope of world trade from a global perspective.
- Understand the importance of environmental factors in shaping global marketing efforts.
- Identify specific challenges marketers face when crafting worldwide marketing programs.

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

5. Understand interactive marketing and electronic commerce.

Potential Elements of the Performance

- Understand what interactive marketing and electronic commerce are and how they create customer value.
- Identify online consumers and their purchasing behavior.
- Recognize why certain types of products and services are suited for electronic commerce.
- Describe how companies benefit from electronic commerce and interactive marketing.

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

6. Explain market segmentation, targeting and positioning.

Potential Elements of the Performance

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- Explain what market segmentation is, when to use it, and the five steps involved in segmenting markets.
- Develop a market-product grid to use in segmenting and targeting a market.
- Understand how marketing managers position products in the marketplace.

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

7. Understand Marketing channels and wholesaling.

Potential Elements of the Performance

- Explain what is meant by a marketing channel of distribution.
- Describe the types and functions of firms that perform wholesaling activities.
- Describe factors considered when selecting and managing a marketing channel.

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

8. Describe the supply chain and logistics management.

Potential Elements of the Performance

- Explain what supply chain and logistics management are and how they relate to the marketing mix.
- Understand the nature of logistics management.
- Describe key logistics management functions.

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

9. Understand Retailing concepts.

Potential Elements of the Performance

- Identify retailers in terms of the utility they provide.
- Understand the many methods of nonstore retailing.
- Develop retailing mix strategies over the life cycle of a retail store

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

III. TOPICS:

1. Linking marketing and corporate strategy.
2. The changing marketing environment.
3. Ethics and social responsibility in marketing.
4. Global marketing and world trade.
5. Interactive marketing and Electronic Commerce
6. Market segmentation, targeting, positioning.
7. Marketing channels and wholesaling.
8. Supply chain and logistics management.
9. Retailing.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing Fourth Canadian Edition
Berkowitz et. al. Mcgraw-Hill Publishers ISBN# 0070860459

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EVALUATION PROCESS/GRADING SYSTEM:

TESTS:

The evaluation process will consist of **Three Tests** administered during the term. Each test will be weighted as 33.3% of the final grade.

1. **Test#1:** Reference material is from Chapters 2,3,4
2. **Test#2:** Reference material is from Chapters 5,8,10
3. **Test#3:** Reference material is from Chapters 16,17,18

Supplementary Test:

A student who has missed a test or failed a test during the semester will have the privilege of writing a Supplementary test at the end of the semester. A student must have attended 80% of the classes during the semester in order to qualify for this privilege. The results of the supplementary test will replace the lowest failed test or missed test. The supplementary test will be comprehensive, drawing upon all of the course material covered during the semester.

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.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a	

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course (see *Policies & Procedures Manual – Deferred Grades and Make-up*). 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.

VI. SPECIAL NOTES:

Attendance – Attendance will be recorded on a regular basis. Students will make a significant effort to attend all classes, labs, study sessions, case analysis sessions and meetings. Missed sessions will result in students being deprived of instruction and performance feedback, as well as the insight and perspective of their peers. Poor attendance might have an impact on your grants and loans.

- **Special Needs** - If you are a student with special needs (e.g. 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.