

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** MARKETING II

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

**PROGRAM:** BUSINESS

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**DATE:** Jan. 2005 **PRIOR OUTLINE:**  
Jan. 2004

**APPROVED:**

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	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 the Dean of Continuing Education,*  
*Business and Hospitality*  
*(705) 759-2554 Ext. 656*

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**Course Name**

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**Code No.****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. Scanning the marketing Environment.****Potential Elements of the Performance:**

- Understand how environmental scanning provides information about social, economic, technological and regulatory forces. Describe the Strategic Marketing process and its key phases.
- Explain how social forces such as demographics and culture and economic forces affect marketing.
- Describe how technological forces can affect marketing.

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

**2. Ethics and Social Responsibility in Marketing.****Potential Elements of the Performance:**

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

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

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Code No.

3. Consumer Behavior

Potential Elements of the Performance:

- Outline the steps in the consumer decision process.
- Distinguish among three variations of the consumer decision process.
- Identify major sociological influences on consumer behavior and their effects on the buying process.

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

4. Managing Services.

Potential Elements of the Performance

- Describe four unique elements of service.
- Explain the services continuum.
- Understand the ways in which consumers purchase and evaluate services.
- Explain the special nature of the marketing mix for services, the Eight P's of services marketing.

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

Managing Marketing Channels and Wholesaling.

Potential Elements of the performance

Explain what is meant by marketing channel of distribution and why intermediaries are needed.

- Recognize differences between marketing channels for consumer and industrial goods and services in domestic and global markets.
- Describe factors considered by marketing executives when selecting and managing a marketing channel.

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

Integrating Supply Chain and logistics management.

Potential Elements of the Performance

- Explain what supply chain and logistics management are and how they relate to marketing strategy.
- Understand the distinction between supply chain responsiveness and efficiency.
- Recognize how customer service in logistics decisions contributes to customer value.
- Describe key logistics functions.

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

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**Code No.**

Understand Retailing concepts.

Potential Elements of the Performance

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

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

Integrated Marketing Communications and Direct marketing.

Potential Elements of the Performance

- Explain the communication process and its elements.
- Understand the promotional mix and the uniqueness of each component.
- Differentiate between the advantages of push and pull strategies.

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

### III. TOPICS:

1. Scanning the marketing environment.
2. Ethics and social responsibility in Marketing.
3. Consumer Behavior.
4. Managing Services.
5. Managing Marketing Channels and Wholesaling.
6. Integrating Supply Chain and Logistics Management.
7. Retailing.
8. Integrating Marketing Communications and Direct marketing.

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

Marketing Fifth Canadian Edition  
Berkowitz et. al. McGraw-Hill Publishers ISBN# 0070898332

### V. EVALUATION PROCESS/GRADING SYSTEM:

**TESTS:**

The evaluation process will consist of **Three Tests** administered during the term. Each test will be weighted as follows:

1. **Test#1:** Reference material is from Chapters 3, 4, 5 (34%)
2. **Test#2:** Reference material is from Chapters 12, 15,16 (33%)
3. **Test#3:** Reference material is from Chapters 17, 18 (33%)

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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%	4.00
B	70 – 79%	3.00
C	60 – 69%	2.00
D	50 – 59%	1.00
F(Fail)	49% and 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 course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

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**Code No.****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.