

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

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DATE: Jan. 2007 **PRIOR OUTLINE:**
Jan. 2006

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 the School of Technology, Skilled Trades, Natural Resources and Business
(705) 759-2554

Course Name

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. Developing New Products and Services.**Potential Elements of the Performance:**

- Recognize the various terms that pertain to products and services.
- Identify the ways in which consumer and business goods and services can be classified.
- Describe the factors contributing to a product's failure.

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

2. Managing Products and Brands.**Potential Elements of the Performance:**

- Explain the product life cycle.
- Recognize the importance of branding and alternative branding strategies.
- Describe the role of packaging, labeling and warranties in the marketing of a product.

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

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3. 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 Ps of services marketing.

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

4. Pricing Products and Services.

Potential Elements of the Performance:

- Understand the nature and importance of pricing goods and services.
- Explain what a demand curve is and explain price elasticity of demand.
- Perform a break-even analysis.
- Describe basic laws and regulations affecting pricing practices.

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

5. Managing Marketing Channels and supply chains.

Potential Elements of the Performance:

- Explain what is meant by marketing channel of distribution.
- Distinguish among traditional marketing channels and different types of vertical marketing systems.
- Recognize the relationship among marketing channels, logistics and supply chain management.
- Identify major logistics costs and customer service factors that an organization considers when making supply chain decisions.
- Describe the key logistics function in a supply chain.

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

6. Retailing.

Potential Elements of the Performance:

- Explain the alternative ways to classify retail outlets.
- Describe non-store retailing methods.
- Classify retailers in terms of the retail positioning mix.
- Develop retailing mix strategies over the life cycle of a store.

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

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7. Integrated Marketing Communications and Direct Marketing.
Potential Elements of the Performance:
- Explain integrated marketing communications and the communication process.
 - Describe promotional mix strategies.
 - Discuss the characteristics of push and pull strategies.
 - Explain the value of direct marketing to consumers and sellers.
- This learning outcome will constitute 15% of the course's grade.
8. Advertising, Sales promotion and Public Relations.
Potential Elements of the Performance:
- Explain the differences between product advertising and institutional advertising.
 - Describe the steps in developing an advertising program.
 - Recognize Public Relations as an important form of communication.
- This learning outcome will constitute 10% of the course's grade

III. TOPICS:

1. Developing New Products and Services.
2. Managing Products and Brands.
3. Managing Services.
4. Pricing Products and Services.
5. Managing Marketing Channels and Supply Chains.
6. Retailing.
7. Integrated Marketing Communications and Direct marketing.
8. Advertising, Sales promotion and Public Relations.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing 6th Canadian Edition
Berkowitz et. al. McGraw-Hill Publishers ISBN# 0070939861

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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 10, 11, 12 (34%)
2. **Test#2:** Reference material is from Chapters 13, 14 (33%)
3. **Test#3:** Reference material is from Chapters 15, 16, 17 (33%)

Supplementary Test:

If a student misses a test during the semester, a re-write test will not be provided. A supplementary test is administered at the end of the semester. A student, who has missed a test during the semester and has attended 80% of the classes during the semester, will be provided consideration for writing the supplementary test. The supplementary test is comprehensive, covering all of the topics from the semester. The grade achieved on the supplementary test will replace the grade of zero recorded for the student's missed test(s).

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.	

VI. SPECIAL NOTES:

Attendance – Attendance will be recorded on a regular basis. Missed sessions will result in students being deprived of instruction and performance feedback, as well as the insight and perspective of their peers.

Special Needs - If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to contact the Special Needs Office.

- **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.