

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. Understand the process of 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.

2. Examine the process of Managing the marketing of Brands and products.

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.

3. Examine the process of Managing the Marketing of 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.

4. Demonstrate the methods used to Price 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.
5. Examine the process of 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.
6. Understand the concept of Retailing and describe the current trends and challenges to traditional 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.
7. Explain Integrated Marketing Communication and describe the Direct Marketing process.

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
8. Identify the concepts utilized in 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.

Each learning outcome will constitute an equally weighted portion 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. Managing 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

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:

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% 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.	

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 2703 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 postsecondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Attendance:

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis.

In all cases, attendance of less than 80% of the scheduled classes is not acceptable.

The professor will use attendance in considering student requests for special consideration in writing missed tests, submitting late assignments, etc.

Return of Students' Work:

Tests, quizzes, assignments, etc. will be returned to students during regular scheduled classes. Tests, etc. not picked up within three weeks will be discarded.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Students will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class, or conduct themselves inappropriately will be asked to leave the classroom.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Chairperson of the School of Business who will decide if the student will be permitted to return to class and what conditions will apply.

Cell phones or PDA's (Personal Digital Assistant) are not permitted to be used during class. Cell phones or PDA's must be turned off during class times. Students will be asked to leave the classroom if a cell phone or a PDA is active during class.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.