
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

Course Name

Code No.**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.

Course Name

Code No.

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

 Course Name

 Code No.

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/Project #1: Reference material is from Chapters 10, 11, 12 (34%)

2.Test/Project #2: Reference material is from Chapters 13, 14 (33%)

3.Test/Project #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. | |

Course Name

Code No.**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 Special Needs Office, Room E1204 or call Extension 2703 so that support services may 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.

Plagiarism:

Students are directed to the definition of “academic dishonesty” in Student Rights and Responsibilities. 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 the course outline

Attendance:

Regular attendance is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

Return of Students' Work:

Tests, quizzes, assignments, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks of that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, etc. will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Students are required to retain their tests, quizzes, assignments, etc. in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the instrument in question, the professor's recorded mark will stand.

Course Name

Code No.**Questions &/or Concerns:**

Students are urged to ask questions and to participate in and contribute to the class discussion. Students are also encouraged to read newspapers, magazines, etc. and to tune in to radio and television newscasts for economic and business news. This will make the subject more understandable, interesting, and practical. It will provide students the opportunity to better apply the theory and to enhance his/her opportunity for success in this course.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student 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 will be asked to leave the classroom and will not be permitted to return until he/she commits in writing, typed, (a formal letter) that he/she will conduct themselves appropriately in the classroom. This letter will be addressed to the professor.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Dean for a disposition. At that time, a copy of the above letter will be given to the dean.

In the event that a student is asked to leave the classroom a third time, he/she will not be permitted back to the classroom for the rest of the semester. The Dean will also decide if any other action needs to be taken.

Students attending this class do so to study Marketing. Therefore, no other activity will be permitted. Students who wish to engage in other activities will be asked to leave the classroom, as described above.

Other inappropriate behaviour includes, but not limited to, sleeping in class, or appearing to be sleeping in class, putting feet (foot) on the furniture, writing on the furniture, talking or otherwise communicating privately with other students, having a cell phone ring or talking on during class, etc.

Consistently late students will be asked to leave the class.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

Only those students who are properly registered for this course or those invited by the professor are permitted to be in the classroom.

Course Name

Code No.**VII. PRIOR LEARNING ASSESSMENTS:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.