

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Marketing for Managers

CODE NO. : BUS145 **SEMESTER:** Two

PROGRAM: Business

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DATE: 01/01/10 **PREVIOUS OUTLINE DATED:** New

APPROVED: "Penny Perrier" Dec
10/09

	CHAIR	DATE
TOTAL CREDITS: 3		
PREREQUISITE(S): MKT101		
HOURS/WEEK: 3		

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I. COURSE DESCRIPTION: Marketing for managers has been developed to teach the business student enhanced strategies and decision-making approaches to marketing in the new millennium. Using curriculum studied in Introduction to Marketing and new theories examined in this course, the student will develop a marketing plan for a product or service in the new green and technological environment.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Understand market-oriented perspectives underlying successful corporate, business, and marketing strategies.

Potential Elements of the Performance:

- Explain three levels of strategy identifying similar components and pointing out issues.
- Define factors that mediate marketing's strategic role.
- Examine the future role of marketing.
- Analyze the four C's of the decision-making focus.
- Develop a marketing plan blueprint for action.
- List market influences on the corporate mission.
- Analyze common performance criteria and measures that specify corporate, business-unit, and marketing objectives.
- Propose strategies to gain a competitive advantage.
- Compare and contrast expansion versus diversification strategies.
- Discuss allocation of corporate resources based on portfolio models and value-based planning.
- Define sources of synergy in marketing plans.
- Develop strategic decisions at the business-unit level.
- Define how strategic business units be designed.
- Write business-unit objectives.
- Cost and allocate resources with business units.
- Integrate Miles and Snow's business-level strategies into the marketing plan.
- Differentiate competitive strategies from one another.
- Factor into consideration environmental issues when defining a strategy for management decisions.
- Match business's competitive strategy to maximize the firm's best marketing strategy.

2. Select key market opportunities and exploit opportunities for growth.

Develop business strategies and analyze their marketing implications. Study the effects of differentiation and positioning.

Potential Elements of the Performance:

- Identify seven domains of attractive opportunities.
 - Examine macro and micro trends which affect market attractiveness.
 - Prove long-term viability using Porter's Five Competitive Forces.
 - Investigate Canadian sources for market analysis utilized in developing market plan.
 - Examine micro trends which affect market attractiveness.
 - Identify critical factors that tend to separate winners from the also-rans.
 - Estimate market potential.
 - Employ two broad approaches for preparing a sales forecast; top-down and bottom-up.
 - Utilize statistical methods and other quantitative methods to forecast market opportunities.
 - Develop a survey instrument, role play in a focus group to forecast market perceptions.
 - Use analogies, judgment, and market tests to forecast.
 - Define diffusion theory.
 - Describe the adoption process.
 - Recognize common sources of errors in forecasting.
 - Apply steps in the marketing research process to your marketing plan.
 - Define market segments demographically.
 - Report on industrial markets.
 - Discuss the competitive-position matrix for evaluating potential target markets.
 - Select the correct market strategy for the venture.
 - Make positioning decisions allowing for the firm's good and service design and allow for elements of the marketing mix.
 - Design allowances for both physical and perceptual differences in effective positioning in marketing your good or service.
 - List the steps in positioning process for goods and services.
 - Utilize analytical tools for positioning decision making.
3. Formulate market strategies for new markets, growth markets, mature, mature, declining and new economy markets.

Potential Elements of the Performance:

- Anticipate changes the product life cycle when making marketing decisions.
- Compare relationships of market position objectives, investment levels, profits, and cash flow to individual stages in the product life

cycle.

- Explain categories of new products defined according to their degree of newness to the company and customers in the target market.
- Match different strategic objectives with new market entries.
- Compare pioneer versus follower strategies.
- Describe share-growth strategies.
- Review market actions to achieve share-maintenance objectives.
- Evaluate encirclement, frontal, flanking and leapfrog strategies.
- Make management decisions to overcome challenges in mature and declining markets.
- Discuss the process of customer value management and dimensions of product quality.
- Implement strategies which help determine perceived service quality.
- Recognize the benefits of customer's satisfaction and loyalty.
- Measure customer satisfaction.
- Describe marketing roles the Internet and other recent and future technological developments play, and which of these should be pursued.
- Conduct on-line market research.

III. TOPICS:

1. Introduction to Strategy
2. Opportunity Analysis
3. Formulating Marketing Strategies

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Marketing Strategy, A Decision-Focused Approach, Sixth Edition by Walker and Mullins.

V. EVALUATION PROCESS/GRADING SYSTEM:

Marketing Plan	30%
Article Review	10%
Test 1	20%
Test 2	20%
Test 3	20%

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%	

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 /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:

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.

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.

Prior Learning Assessment:

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. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

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

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

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

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*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. At the end of class, late arrivers must provide an explanation to the professor for their tardiness.

Students are required to attend class on a regular basis because that is consistent with the “real world”. Missed classes deprive others of your insight and perspective and you are deprived of their insight and perspective. Modern business practices and learning principles support the concept of participation. Attendance is recorded. To be excused students must provide an acceptable written and dated explanation of their absence – either before the absence (if it can be reasonably anticipated) or within a day or two upon returning. A verbal explanation is always appreciated but it is considered insufficient to change my records of your attendance. Chronic absenteeism may require further documentation..

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Missed Tests

Students are expected to be present to write all tests with the class. If a student is unable to write a test because of illness or legitimate emergency, that student must contact the professor prior to the class and provide an explanation, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced the student is considered absent and will not be given the privilege of writing the test until the end of the semester. The late student must see the professor at the end of the class time and provide a suitable explanation to the professor in order to qualify to write at the end of the semester.

In order to qualify to write the missed test, the student shall have:

- a) Attended at least 80% of the classes.
- b) Provided the professor an acceptable explanation for his/her absence.
- c) Been granted permission by the professor.

NOTE: The missed test will be a comprehensive test. Should a student miss a second test the grade will be zero.