



**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. Define strategic planning and market management processes  
Potential Elements of the Performance:
  - Define marketing, strategic planning, and marketing management processes.
  - Develop a strategic plan, a marketing plan, and a cross-functional strategic plan.
2. Conduct market information research, and define target market for research decision-making.  
Potential Elements of the Performance:
  - Explain the role of market research.
  - Complete market research for a marketing plan.
  - Analyze consumer behavior which influences decision-making.
  - Study social trends which influence product and service offerings and develop launch strategies which satisfy trends.
  - Rationalize external factors in the decision-making process in marketing such as: producers, intermediaries, government agencies, and other institutions.
  - Identify purchase-type, structural, behavioural influences in planning processes.
  - Delineate the firm's current situation.
  - Determine consumer needs and wants
  - Divide markets on relevant dimensions to position a product.
  - Decide on segmentation strategy .
  - Design marketing mix strategy.
3. Develop the winning marketing mix through product branding strategy and sales and trade promotions.  
Potential Elements of the Performance:
  - Discuss issues in product management
  - Outline the product life cycle
  - Complete a product audit
  - Implement a new product strategy including planning and

- development process.
  - Be aware of new product failure.
  - Compare, contrast and develop sales and trade promotion strategies.
  - Develop personal selling, relationship building, and sales management success strategies.
4. Develop distribution strategies and pricing strategies for both goods and services.
- Potential Elements of the Performance:
- Identify the need for marketing intermediaries.
  - Classify marketing intermediaries and functions.
  - Select and manage channels of distribution, wholesale outlets, and store and nonstore retailing.
  - Develop price strategies based on demand, supply and environmental influences,
  - Set pricing objectives.
  - Evaluate product-price relationships.
  - Estimate costs and other price limitations\analyze profit potential\set initial price structure.
  - Change pricing as needed.
5. Increase market potential for services.
- Potential Elements of the Performance:
- Describe characteristics of services including: intangibility, inseparability, perishability and fluctuating demand, client relationship, customer effort, and uniformity.
  - Measure customer satisfaction.
  - Develop internal marketing strategies.
  - Implement plans to overcome obstacles in service.
  - Decrease obsolescence by creating marketing blitzes.
  - Overcome marketing challenges in banking, health care, insurance, and travel industries.

### III. TOPICS:

1. Strategic Planning and the Marketing Management Process
2. Marketing Information, Research, and Understanding the Target Market
3. The Marketing Mix
4. Marketing in Special Fields

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS: Marketing Management, knowledge and skills, Peter & Donnelly Jr., 0-07-33813-6

**V. EVALUATION PROCESS/GRADING SYSTEM:**

<i>Marketing Plan</i>	25%
<i>Test #1</i>	15%
<i>Test #2</i>	15%
<i>Test #3</i>	15%
<i>Case Study #1</i>	5%
<i>Case Study #2</i>	10%
<i>Assignments</i>	15%

Any student who is late with course work must meet the following criteria:

In order to qualify to submit the late work, the student shall have:

- Attended at least 80% of the classes.
- Provided in writing to the professor an acceptable explanation for his/her request for an extension.
- Be granted permission by the professor to have the extension.

NOTE: The late work is subject to a late penalty.

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<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:****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. *It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.*

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.