



**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. Essentials of Marketing Management
2. Marketing Information, Research, and Understanding the Target Market
3. The Marketing Mix
4. Marketing in Special Fields

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

A Preface to Marketing Management, Peter-Donnelly-Vandebosch, Canadian Edition 0-07-093988-8

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

Marketing Plan	25%
Test 1	15%
Test 2	15%
Test 3	20%
Research and Labs	25%

The following semester grades will be assigned to students:

<b>Grade</b>	<b>Definition</b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	
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 /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.