



COURSE OUTLINE

BCM0102

Prepared: NCCP Faculty Approved: NCCP Admin

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| Course Code: Title | BCM0102: MARKETING 2 |
| Program Number: Name | 1120: COMMUNITY INTEGRATN |
| Department: | C.I.C.E. |
| Semester/Term: | 17F |
| Course Description: | <p>This course builds on the foundation of BCM101 Introduction to Marketing. Students will continue to examine current Canadian material on marketing and determine strategies for developing new products and services that are consistent with evolving marketing needs and principles of sustainability. Students will apply their knowledge in producing a marketing plan where they will set marketing objectives, develop a marketing mix, along with developing marketing strategies. Budgetary considerations will be taken into account, and evaluation criteria identified. Students will also contribute to the development of pricing strategies and participate in conducting market research to provide information needed to make marketing decisions. The development of analytical marketing sk</p> |
| Total Credits: | 3 |
| Hours/Week: | 3 |
| Total Hours: | 45 |
| Prerequisites: | BCM0101 |
| Substitutes: | BUS145, OEL464 |
| Essential Employability Skills (EES): | <p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #3. Execute mathematical operations accurately. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. #10. Manage the use of time and other resources to complete projects.</p> |



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Course Evaluation: Passing Grade: 50%, D

Other Course Evaluation & Assessment Requirements:
A+ = 90-100%
A = 80-89%
B = 70-79%
C = 60-69%
D = 50-59%
F < 50%

Evaluation Process and Grading System:

| Evaluation Type | Evaluation Weight |
|-----------------|-------------------|
| Assignments | 60% |
| Tests / Quizzes | 40% |

Books and Required Resources:

Marketing: An introduction by Armstrong,G., Kotler,P., Trifts, U., & Buchwitz,L.
Publisher: Pearson Edition: 6th
ISBN: 0134629272

Course Outcomes and Learning Objectives:

Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning outcomes:

Course Outcome 1.

#1. Prepare a marketing plan

Learning Objectives 1.

- 1.1 Examine the strategic marketing process and its key phases.
- 1.2 Examine the key elements of a marketing plan.
- 1.3 Explore how the mission and goals are important aspects of an organization’s culture.
- 1.4 Identify the strengths and weaknesses as they pertain to marketing decisions of the firm and its environments.
- 1.5 Examine opportunities and threats throughout the various marketing functions.
- 1.6 Incorporate principles of sustainability into marketing strategies.
- 1.7 Illustrate marketing solutions and incorporate them into a marketing plan.
- 1.8 Analyze the impact of economic, technological, competitive, environmental, social, political, and cultural aspects of society and incorporate them into a marketing plan.



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1.9 Examine the principles of risk management in contributing to the development of a marketing plan.

Course Outcome 2.

#2. Determine strategies for developing new products.

Learning Objectives 2.

- 2.1 Examine the steps in the new product development process.
- 2.2 Examine the factors contributing to a product's failure.
- 2.3 Examine how new product development and product modification affect an organization's ability to remain competitive.
- 2.4 Describe the product life cycle concept and relate a marketing strategy to each stage.
- 2.5 Discuss the nature and significance of branding, packaging, and warranties.
- 2.6 Identify the attributes of a successful brand name.

Course Outcome 3.

#3. Correlate the applications of marketing in relation to the service continuum.

Learning Objectives 3.

- 3.1 Examine the four elements of services.
- 3.2 Explore the ways in which consumers purchase and evaluate services.
- 3.3 Examine the importance of internal marketing in service organizations.
- 3.4 Examine the marketing mix for services.

Course Outcome 4.

#4. Develop pricing strategies that incorporate perceived value, competitive pressures and corporate objectives.

Learning Objectives 4.



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- 4.1. Examine the role of costs in pricing decisions.
- 4.2 Examine the constraints on a firm's pricing objectives.
- 4.3 Examine how demographics and psychographics affect pricing.
- 4.4 Examine the four common approaches to establishing a pricing level.
- 4.5 Compile information based on price, fixed cost, and unit variable cost.
- 4.6 Use break-even analysis to help to develop effective pricing strategies.
- 4.7 Differentiate between Fixed and Variable Costs and calculate Revenue, Total Costs, and Profit (or Loss) for an organization.

Course Outcome 5.

- #5. Examine channels of distribution for organizations.

Learning Objectives 5.

- 5.1. Explain what a marketing channel is and describe the various types of channels and channel members.
- 5.2 Identify factors influencing the selection and management of a marketing channel
- 5.3 Distinguish among traditional marketing channels, multichannel distribution and different types of vertical marketing systems.
- 5.4 Examine how conflict, cooperation and legal considerations affect marketing channel relationships.
- 5.5 Examine the factors influencing channel design.

Course Outcome 6.

- #6. Develop an integrated marketing communications strategy.

Learning Objectives 6.

- 6.1 Examine the elements of integrated marketing communications and the communication process.
- 6.2 Identify the elements of the promotion mix and the uniqueness of each component.
- 6.3 Select the promotional approach appropriate to a product's lifecycle and characteristics.
- 6.4 Identify the factors that influence the development of the promotion program.
- 6.5 Examine direct marketing and its benefits for consumers and sellers.



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6.6 Examine the four key social networks and how organizations integrate these into their marketing activities.

6.7 Analyze how social media produces sales revenue for a brand.

6.8 Compare performance measures for various traditional and social media.

Course Outcome 7.

#7. Discuss the importance and process of Strategic Planning in organizations.

Learning Objectives 7.

7.1 Differentiate between the Strategic Planning process and the Marketing Planning process.

7.2 Prepare a detailed SWOT Analysis.

7.3 Calculate Market Share and Return on Investment.

7.4 Demonstrate how the BCG portfolio matrix can help in selecting strategic alternatives.

7.5 Name and describe the four basic growth strategies.

CICE Modifications:

Preparation and Participation

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.

2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)

3. Study notes will be geared to test content and style which will match with modified learning outcomes.

4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.

2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.

3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual



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clues.

4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.

NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

Date:

Wednesday, September 6, 2017



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Please refer to the course outline addendum on the Learning Management System for further information.