



COURSE OUTLINE: BCM101 - INTRO TO MARKETING

Prepared: Ben Oliver

Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	BCM101: INTRODUCTION TO MARKETING
Program Number: Name	2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2041: BUSINESS - H.R. 2050: BUSINESS -ACCOUNTING 2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	This course is a practical introduction into the world of strategic marketing. Students will become acquainted with current Canadian marketing concepts, terminology, and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization`s viability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	MKT101, OEL768, SPT203
This course is a pre-requisite for:	BCM102
Vocational Learning Outcomes (VLO's) addressed in this course:	2035 - BUSINESS
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.
	VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
	VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives.
	VLO 4 Apply basic research skills to support business decision making.
	VLO 5 Support the planning, implementation and monitoring of projects.
	VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.



2037 - BUSINESS FUNDAMENTAL

- VLO 1 Identify factors that have an impact on an organization`s business opportunities.
- VLO 2 Explain the impact of corporate sustainability, corporate social responsibility and ethics on an organization`s business initiatives.
- VLO 3 Use current technologies to support an organization`s business initiatives.
- VLO 4 Apply basic research skills to support business decision making.
- VLO 6 Describe marketing and sales concepts used to support the operations of an organization.
- VLO 7 Develop strategies for ongoing personal and professional development to enhance work performance.
- VLO 8 Outline the functional areas of a business and their inter-relationships.

2041 - BUSINESS - H.R.

- VLO 1 participate in the recruitment, selection, and retention of employees
- VLO 4 contribute to an organization`s success through effective employee relations
- VLO 9 communicate human resources information accurately and credibly in oral, written, and graphic form

2050 - BUSINESS -ACCOUNTING

- VLO 3 Contribute to recurring decision-making by applying fundamental management accounting concepts.
- VLO 5 Analyze organizational structures, the interdependence of functional areas, and the impact those relationships can have on financial performance.
- VLO 6 Analyze, within a Canadian context, the impact of economic variables, legislation, ethics, technological advances and the environment on an organization's operations.
- VLO 8 Contribute to recurring decision-making by applying fundamental financial management concepts.

2057 - BUSINESS - MARKETING

- VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets
- VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
- VLO 11 develop learning and development strategies to enhance professional growth in the field

Essential Employability Skills (EES) addressed in this course:

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 4 Apply a systematic approach to solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.



- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Principles of Marketing by Dr. Maria Gomez Albrecht, Dr. Mark Green and Linda Hoffman
 Publisher: OpenStax Edition: 1st
 ISBN: 9781951693886
 Link for textbook provided by Professor.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Experiential Learning Simulation: Marketing a Product	1.1 Apply marketing theories to simulate the development and launch of a new product. 1.2 Analyze market conditions and adapt marketing strategies in response to simulation feedback. 1.3 Collaborate with peers to manage and execute various aspects of the marketing mix in the simulation.
Course Outcome 2	Learning Objectives for Course Outcome 2
Case Study Analysis and Presentation	2.1 Critically analyze marketing case studies to identify core marketing challenges and opportunities. 2.2 Develop marketing solutions based on case study analyses and justify choices with appropriate marketing theories. 2.3 Analyze market conditions using SWOT to develop practical solutions to real business problems. 2.4 Present case study solutions and strategies effectively to an audience using clear communication and visual aids (ie. Canva, PowerPoint etc).
Course Outcome 3	Learning Objectives for Course Outcome 3
External Marketing Environment and Marketing Intelligence	3.1 Assess the impact of the external environment on marketing strategies and organizational performance. 3.2 Utilize marketing intelligence tools to gather and analyze data relevant to marketing decisions. 3.3 Assess the impact of socio-economic, technological, and political factors on marketing strategies.
Course Outcome 4	Learning Objectives for Course Outcome 4
Market Segmentation and Target Marketing	4.1 Define and segment a market based on demographic, psychographic, and behavioral factors. 4.2 Identify target markets and explain the rationale behind targeting specific segments. 4.3 Develop positioning strategies to appeal to chosen target



	markets.
Course Outcome 5	Learning Objectives for Course Outcome 5
Consumer Buying Behaviour	5.1 Examine the factors that influence consumer behaviour and decision-making processes. 5.2 Utilize consumer behaviour theories to develop targeted marketing strategies. 5.3 Assess how different marketing tactics can alter consumer perceptions and actions.
Course Outcome 6	Learning Objectives for Course Outcome 6
Product Strategy and Product Management	6.1 Develop an understanding of common product strategies, including product life cycle, new product development, and product portfolios 6.2 Learn how market research guides product development and new product placement. 6.3 Analyze the importance of determining and managing product lifecycles from initiation to decline.
Course Outcome 7	Learning Objectives for Course Outcome 7
Pricing Strategy and Decision Making	7.1 Apply various pricing tactics to simulate different marketing scenarios using case studies 7.2 Evaluate the effectiveness of different pricing decisions using real-world examples of both successful and unsuccessful decisions. 7.3 Calculate prices using different models, including competition based, price based and value based.
Course Outcome 8	Learning Objectives for Course Outcome 8
Distribution and Retailing	8.1 Analyze the effectiveness of various types of retail formats in reaching target customers. 8.2 Discuss how to leverage e-commerce as a retailing platform. 8.3 Review traditional distribution channels and compare/contrast the differences in today`s market.
Course Outcome 9	Learning Objectives for Course Outcome 9
Integrated Marketing Communications	9.1 Develop an integrated marketing communications plan using case studies. 9.2 Analyze which communications strategies to use for different company environments (advertising, public relations, digital and social media marketing) and measure their effectiveness. 9.3 Learn how to adjust communication strategies based on feedback and analytics to improve engagement and reach.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Case Studies and Presentations	30%
Personal Reflection	5%
Simulation / Experiential Learning	25%

	Test #1	20%
	Test #2	20%

Date: May 30, 2024

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