



## COURSE OUTLINE: MKT214 - MARKETING STRATEGY

Prepared: Kevin Hemsworth

Approved: Martha Irwin, Dean, Business and Information Technology

<b>Course Code: Title</b>	MKT214: MARKETING STRATEGY
<b>Program Number: Name</b>	2057: BUSINESS - MARKETING
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2024-2025
<b>Course Description:</b>	In this course, students will be introduced to the varying elements of the marketing communications and varying components of the marketing mix. Students will learn and explore various forms of communications and how an organization uses marketing communications to support organizational strategies and opportunities.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2057 - BUSINESS - MARKETING</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization
	VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target
	VLO 3 contribute to the development of new and/or modified marketing concepts, products*, goods, and/or services that respond to market needs
	VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
	VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service
	VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets
	VLO 7 participate in conducting market research to provide information needed to make marketing decisions
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
	VLO 9 plan, prepare and deliver a sales presentation or pitch to address the needs of the client
<b>Essential Employability Skills (EES) addressed in this course:</b>	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 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 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%,  
 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Hubro Simulations: Strategic Marketing  
 Publisher: Harvard Business Publishing Education  
 ISBN: HUB011-HTM-ENG  
 See professor for details.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1: Develop a market-oriented mindset	1.1 Describe the concept of competition in business. 1.2 Choose from a variety of strategies to maximize market share. 1.3 Undertake positioning and repositioning exercises for brands in a competitive landscape. 1.4 Perform a PESTEL analysis to better understand environmental conditions.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2: Develop and implement strategic marketing plans	2.1 Develop effective marketing strategies and plans. 2.2 Manage brands and design product offerings. 2.3 Set market communication strategies. 2.4 Develop pricing strategies that consider target markets and positioning.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3: Practice data-driven decision-making based on comprehensive market data	3.1 Understand the importance of market data to a company's success. 3.2 Choose, purchase, and analyze appropriate market data within a competitive environment. 3.3 Filter relevant data from less important information to focus on winning strategies. 3.4 Understand the various sources of market data, their relative value, and the cost of acquisition.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
4: Describe link between	4.1 Discuss the importance of financial information to strategic



	marketing strategy and financial performance	marketing management. 4.2 Read and analyze financial reporting information to inform decision-making. 4.3 Manage a company`s financials in the context of market strategy and decision-making. 4.4 Understand the importance of investing responsibly in market research, R&D, and Integrated Marketing Communications efforts.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	5: Balance financial sustainability with social and environmental responsibility	5.1 Explore and understand the importance of the triple bottom line for businesses. 5.2 Weigh the social and environmental demands of different market segments, their alignment with core company values, and their impact on financial sustainability. 5.3 Make effective decisions within a business environment that consider the financial impact of environmental and social responsibility. 5.4 Understand the importance of communicating to stakeholders regarding financial, social, and environmental initiatives.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments	40%
Final Reflection Assignment	20%
Simulation Performance	40%

**Date:** June 9, 2024

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