



COURSE OUTLINE

BCM101

1

Prepared: NCCP Approved: Sherri Smith

Course Code: Title	BCM101: INTRODUCTION TO MARKETING
Program Number: Name	2035: BUSINESS
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semester/Term:	17F
Course Description:	This course is an informative introduction into 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 profitability. 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:	45
Substitutes:	MKT101, OEL768
This course is a pre-requisite for:	BCM102
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	#9. Describe and apply marketing and sales concepts used to support the operations of an organization.
Essential Employability Skills (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. #6. Locate, select, organize, and document information using appropriate technology and information systems. #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.



COURSE OUTLINE

BCM101

2

Prepared: NCCP Approved: Sherri Smith

#11. Take responsibility for ones own actions, decisions, and consequences.

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	50%
Tests / Quizzes	50%

Books and Required Resources:

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

Course Outcomes and Learning Objectives:

Course Outcome 1.

#1. Examine the marketing process.

Learning Objectives 1.

- 1.1 Identify the elements of the marketing mix.
- 1.2 Distinguish between environmental forces and marketing mix elements.
- 1.3 Consider the impact of the marketing function on other functional areas and its role within the organization.
- 1.4 Examine relationship marketing concepts.
- 1.5 Examine the nature and significance of ethics and sustainability in marketing.
- 1.6 Describe the strategic marketing process and its key phases.

Course Outcome 2.



COURSE OUTLINE

BCM101

3

Prepared: NCCP Approved: Sherri Smith

#2. Examine the impact of an environmental scan (economic, technological, competitive, environmental, social, political, and demographic) on the development of marketing strategies.

Learning Objectives 2.

- 2.1 Analyze the impact of economic, technological, competitive, environmental, social, political, and cultural aspects of society on marketing initiatives.
- 2.2 Examine the impact of the changing marketing environment including demographics and psychographics on the development of new products and services.
- 2.3 Examine the influences of the economy on marketing planning.
- 2.4 Examine the legal and regulatory forces influencing marketing.
- 2.5 Examine the benefits of conducting a SWOT [strengths, weaknesses, opportunities, threats] analysis.
- 2.6 Discuss changes in Aboriginal demographics and their effects on the business environment.
- 2.7 Examine legislation and government policies related to racism.

Course Outcome 3.

#3. Assess market conditions.

Learning Objectives 3.

- 3.1 Examine the three types of research.
- 3.2 Determine the steps in conducting market research.
- 3.3 Discuss appropriate data collection strategies in regards to market research.
- 3.4 Conduct market assessments, both qualitative and quantitative, and identify market opportunities.
- 3.5 Discuss the benefits of utilizing secondary research sources when developing a marketing program.
- 3.6 Determine the functions of a marketing information system.

Course Outcome 4.

#4. Analyze buyer behaviour using the consumer decision-making model.

Learning Objectives 4.



COURSE OUTLINE

BCM101

4

Prepared: NCCP Approved: Sherri Smith

- 4.1 Examine the stages in the consumer decision-making model.
- 4.2 Distinguish among the three types of consumer decision processes.
- 4.3 Determine the impact of situational influences on the buying decision process.
- 4.4 Explain the impact of psychological influences on consumer behaviour.
- 4.5 Identify socio-cultural influences and their impact on consumer behaviour.
- 4.6 Discuss Aboriginal cultural perspectives as they relate to buying behaviour and the consumer decision-making process within the Aboriginal community.

Course Outcome 5.

#5. Examine segmentation techniques used within the consumer market.

Learning Objectives 5.

- 5.1 Differentiate between mass marketing and other market tactics.
- 5.2 Examine the process for segmenting a market.
- 5.3 Examine the variables used in market segmentation.

Course Outcome 6.

#6. Produce a new product concept and develop a pricing strategy.

Learning Objectives 6.

- 6.1 Examine the steps in the new product development process.
- 6.2 Examine factors contributing to a product's failure.
- 6.3 Examine the role of costs in pricing decisions.
- 6.4 Examine how demographics and psychographics affect pricing.

Date:

Thursday, August 31, 2017

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