SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE:	Marketing II
CODE NO. :	BCM102 **SEMESTER:** Winter
PROGRAM:	Business Fundamentals, Business Fundamentals – Online, Business – Accounting, Business – General, Business – Human Resources, Business – Marketing, Business Administration, Business Administration - Accounting, Business Administration – Human Resources, Business Administration - Marketing
AUTHOR:	NCCP
DATE:	Oct 24, 2016 **PREVIOUS OUTLINE DATED:** Winter 2016
APPROVED:	Sherri Smith Oct 24, 2016

CHAIR **DATE**

TOTAL CREDITS:	3
PREREQUISITE(S):	None
HOURS/WEEK:	3

For additional information, please contact **Sherri Smith**, *Chair*
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I. COURSE DESCRIPTION:

This course builds on the foundation of BCM 101 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 skills will be emphasized through the use of problems and case studies.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Prepare a marketing plan.

   Potential Elements of the Performance:
   1.1 Examine the strategic marketing process and it's key phrases
   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 it 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
   1.9 Examine the principles of risk management in contributing to the development of a marketing plan

2. Determine strategies for developing new products.

Potential Elements of the Performance:
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

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

Potential Elements of the Performance:
3.1 Examine the four elements of service
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

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

Potential Elements of the Performance:
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

5. Examine channels of distribution for organizations.

Potential Elements of the Performance:
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

6. Develop an integrated marketing communications strategy.

   Potential Elements of the Performance:
   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
   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

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

   Potential Elements of the Performance:
   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

III. TOPICS:

1. Brand Strategy and Management
2. Pricing: Understanding and Capturing Customer Value
3. Marketing Channels
4. Retailing and Wholesaling
5. Communicating Customer Value: Advertising and Public Relations
6. Personal Selling and Sales Promotion
7. Direct, Online, Social Media and Mobile Marketing
8. The Global Marketplace

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Armstrong,G., Kotler,P., Trifts, U., & Buchwitz,L. Marketing: An introduction (6th Canadian ed.). Toronto, Canada:Pearson.
Plus MyMarketing Lab & "New Shoes" simulation.
ISBN:0134629272

V. EVALUATION PROCESS/GRADING SYSTEM:

Test/Quizzes 40%
2-3 tests (at the discretion of the professor)

Assignments (at the discretion of the professor) 60%

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
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:

<u>Attendance:</u>
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. *<Optional: It is the departmental policy that once the classroom door has bee enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.>*

<include any other special notes appropriate to your course>

VI. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.