



COURSE OUTLINE: BCM0102 - MARKETING 2

Prepared: NCCP

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	BCM0102: MARKETING 2
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Semesters/Terms:	19W
Course Description:	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 skills will be emphasized through the use of problems and case studies.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	BCM0101
Corequisites:	There are no co-requisites for this course.
Substitutes:	BUS145, OEL464
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 3 Execute mathematical operations accurately. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. 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
Other Course Evaluation & Assessment Requirements:	A+ = 90-100% A = 80-89% B = 70-79% C = 60-69% D = 50-59% F < 50%



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Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test. The late student must see the professor at the end of the class time and provide a suitable explanation.

Students caught cheating during a test will receive an automatic zero.

In order to qualify to write the missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test will be a comprehensive test.

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	Learning Objectives for Course Outcome 1
#1. Prepare a marketing plan	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 organizations 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. 1.9 Examine the principles of risk management in contributing to the development of a marketing plan.
Course Outcome 2	Learning Objectives for Course Outcome 2
#2. Determine strategies for developing new products.	2.1 Examine the steps in the new product development process. 2.2 Examine the factors contributing to a products failure. 2.3 Examine how new product development and product

	<p>modification affect an organizations ability to remain competitive.</p> <p>2.4 Describe the product life cycle concept and relate a marketing strategy to each stage.</p> <p>2.5 Discuss the nature and significance of branding, packaging, and warranties.</p> <p>2.6 Identify the attributes of a successful brand name.</p>
Course Outcome 3	Learning Objectives for Course Outcome 3
#3. Correlate the applications of marketing in relation to the service continuum.	<p>3.1 Examine the four elements of services.</p> <p>3.2 Explore the ways in which consumers purchase and evaluate services.</p> <p>3.3 Examine the importance of internal marketing in service organizations.</p> <p>3.4 Examine the marketing mix for services.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
#4. Develop pricing strategies that incorporate perceived value, competitive pressures and corporate objectives.	<p>4.1. Examine the role of costs in pricing decisions.</p> <p>4.2 Examine the constraints on a firms pricing objectives.</p> <p>4.3 Examine how demographics and psychographics affect pricing.</p> <p>4.4 Examine the four common approaches to establishing a pricing level.</p> <p>4.5 Compile information based on price, fixed cost, and unit variable cost.</p> <p>4.6 Use break-even analysis to help to develop effective pricing strategies.</p> <p>4.7 Differentiate between Fixed and Variable Costs and calculate Revenue, Total Costs, and Profit (or Loss) for an organization.</p>
Course Outcome 5	Learning Objectives for Course Outcome 5
#5. Examine channels of distribution for organizations.	<p>5.1. Explain what a marketing channel is and describe the various types of channels and channel members.</p> <p>5.2 Identify factors influencing the selection and management of a marketing channel</p> <p>5.3 Distinguish among traditional marketing channels, multichannel distribution and different types of vertical marketing systems.</p> <p>5.4 Examine how conflict, cooperation and legal considerations affect marketing channel relationships.</p> <p>5.5 Examine the factors influencing channel design.</p>
Course Outcome 6	Learning Objectives for Course Outcome 6
#6. Develop an integrated marketing communications strategy.	<p>6.1 Examine the elements of integrated marketing communications and the communication process.</p> <p>6.2 Identify the elements of the promotion mix and the uniqueness of each component.</p> <p>6.3 Select the promotional approach appropriate to a products lifecycle and characteristics.</p> <p>6.4 Identify the factors that influence the development of the promotion program.</p> <p>6.5 Examine direct marketing and its benefits for consumers and sellers.</p>

	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	Learning Objectives for Course Outcome 7
#7. Discuss the importance and process of Strategic Planning in organizations.	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.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Assignments	60%	
Tests / Quizzes	40%	

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 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:

February 5, 2019

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

