



## COURSE OUTLINE: BCM102 - MARKETING 2

Prepared: School of Business

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

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| <b>Course Code: Title</b>   | BCM102: MARKETING 2  |
| <b>Program Number: Name</b>   | 2035: BUSINESS<br>2037: BUSINESS FUNDAMENTAL<br>2050: BUSINESS -ACCOUNTING   |
| <b>Department:</b>  | BUSINESS/ACCOUNTING PROGRAMS   |
| <b>Semesters/Terms:</b>   | 21W, 21S   |
| <b>Course Description:</b>  | 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. |
| <b>Total Credits:</b>   | 3  |
| <b>Hours/Week:</b>  | 3  |
| <b>Total Hours:</b>   | 45   |
| <b>Prerequisites:</b>   | BCM101   |
| <b>Corequisites:</b>  | There are no co-requisites for this course.  |
| <b>Substitutes:</b>   | BUS145, OEL464   |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b> | <p><b>2035 - BUSINESS</b></p> <p>VLO 3 Use current concepts/systems and technologies to support an organization's business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p> <p>VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization.</p> <p><b>2037 - BUSINESS FUNDAMENTAL</b></p> <p>VLO 1 Identify factors that have an impact on an organization's business opportunities.</p> <p>VLO 3 Use current technologies to support an organization's business initiatives.</p> <p>VLO 6 Describe marketing and sales concepts used to support the operations of an organization.</p>  |
| <b>Essential Employability</b>  | EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form   |

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**Skills (EES) addressed in this course:**

- 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

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

**Other Course Evaluation & Assessment Requirements:**

- A+ = 90-100%
- A = 80-89%
- B = 70-79%
- C = 60-69%
- D = 50-59%
- F < 50%

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 w/New Shoes Simulation by Armstrong,G., Kotler, P., Trifts, U., & Buchwitz,L.  
 Publisher: Pearson Education Canada Edition: 6  
 ISBN: 0134629272

**Course Outcomes and Learning Objectives:**

| Course Outcome 1        | Learning Objectives for Course Outcome 1                |
|-------------------------|---|
| #1. Prepare a marketing | 1.1 Examine the strategic marketing process and its key |

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|  | plan.  | <p>phases.</p> <p>1.2 Examine the key elements of a marketing plan.</p> <p>1.3 Explore how the mission and goals are important aspects of an organization culture.</p> <p>1.4 Identify the strengths and weaknesses as they pertain to marketing decisions of the firm and its environments.</p> <p>1.5 Examine opportunities and threats throughout the various marketing functions.</p> <p>1.6 Incorporate principles of sustainability into marketing strategies.</p> <p>1.7 Illustrate marketing solutions and incorporate them into a marketing plan.</p> <p>1.8 Analyze the impact of economic, technological, competitive, environmental, social, political, and cultural aspects of society and incorporate them into a marketing plan.</p> <p>1.9 Examine the principles of risk management in contributing to the development of a marketing plan.</p> |
|  | <b>Course Outcome 2</b>  | <b>Learning Objectives for Course Outcome 2</b>  |
|  | #2. Determine strategies for developing new products.  | <p>2.1 Examine the steps in the new product development process.</p> <p>2.2 Examine the factors contributing to a product failure.</p> <p>2.3 Examine how new product development and product modification affect an organization 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>   |
|  | <b>Course Outcome 3</b>  | <b>Learning Objectives for Course Outcome 3</b>  |
|  | #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>  |
|  | <b>Course Outcome 4</b>  | <b>Learning Objectives for Course Outcome 4</b>  |
|  | #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 firm 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>  |

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|  | <b>Course Outcome 5</b>  | <b>Learning Objectives for Course Outcome 5</b>   |
|  | #5. Examine channels of distribution for organizations.                        | 5.1.Explain what a marketing channel is and describe the various types of channels and channel members.<br>5.2 Identify factors influencing the selection and management of a marketing channel.<br>5.3 Distinguish among traditional marketing channels, multichannel distribution and different types of vertical marketing systems.<br>5.4 Examine how conflict, cooperation and legal considerations affect marketing channel relationships.<br>5.5 Examine the factors influencing channel design.   |
|  | <b>Course Outcome 6</b>  | <b>Learning Objectives for Course Outcome 6</b>   |
|  | #6. Develop an integrated marketing communications strategy.                   | 6.1 Examine the elements of integrated marketing communications and the communication process.<br>6.2 Identify the elements of the promotion mix and the uniqueness of each component.<br>6.3 Select the promotional approach appropriate to a product lifecycle and characteristics.<br>6.4 Identify the factors that influence the development of the promotion program.<br>6.5 Examine direct marketing and its benefits for consumers and sellers.<br>6.6 Examine the four key social networks and how organizations integrate these into their marketing activities.<br>6.7 Analyze how social media produces sales revenue for a brand.<br>6.8 Compare performance measures for various traditional and social media. |
|  | <b>Course Outcome 7</b>  | <b>Learning Objectives for Course Outcome 7</b>   |
|  | #7. Discuss the importance and process of Strategic Planning in organizations. | 7.1 Differentiate between the Strategic Planning process and the Marketing Planning process.<br>7.2 Prepare a detailed SWOT Analysis.<br>7.3 Calculate Market Share and Return on Investment.<br>7.4 Demonstrate how the BCG portfolio matrix can help in selecting strategic alternatives.<br>7.5 Name and describe the four basic growth strategies.  |

**Evaluation Process and Grading System:**

| <b>Evaluation Type</b> | <b>Evaluation Weight</b> |
|------------------------|--------------------------|
| Feasibility Study      | 10%                      |
| Final Exam             | 20%                      |
| Marketing Plan         | 35%                      |
| Mid-Term Exam          | 20%                      |
| Servqual Assignment    | 15%                      |

**Date:**

June 17, 2020

**Addendum:**

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

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