COURSE NAME: MKT100 Marketing I
Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
Corequisite Course(s): None

COURSE DESCRIPTION
In this course, students will gain 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.

PLAR INFORMATION
This course is not eligible for Prior Learning Assessment and Recognition.

COURSE LEARNING OUTCOMES
Upon completion of this course, the student will have reliably demonstrated the ability to:

1.0 Examine the marketing process
   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
   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

2.0 Examine the impact of an environmental scan (economic, technological, competitive, environmental, social, political, and demographic) on the development of marketing strategies
   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 Discuss changes in aboriginal demographics and their effects on the business environment
   2.6 Examine legislation and government policies related to racism

3.0 Assess market conditions
   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

4.0 Analyze buyer behaviour using the consumer decision-making model
   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

5.0 Examine segmentation techniques used within the consumer market
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

6.0 Produce a new product concept and develop a pricing strategy
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

GENERAL EDUCATION
This is not a General Education course.

PROGRAM VOCATIONAL OUTCOMES
This course contributes to the following Ministry of Training, Colleges and Universities approved program vocational learning outcomes (PVLO):

Business - Accounting
5. analyze organizational structures, the interdependence of functional areas, and the impact those relationships can have on financial performance.

Business
2. apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
4. apply basic research skills to support business decision making.
5. support the planning, implementation and monitoring of projects.
9. describe and apply marketing and sales concepts used to support the operations of an organization.
10. outline principles of supply chain management and operations management.
11. outline and assess the components of a business plan.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES
This course contributes to the following Ministry of Training, Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
6. Locate, select, organize, and document information using appropriate technology and information systems.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
10. Manage the use of time and other resources to complete projects.
11. Take responsibility for one’s own actions, decisions, and consequences.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

COURSE EVALUATION

Test/Quizzes: 50%
2-3 tests/quizzes (at the discretion of the professor)

Class Assignments (at the discretion of the professor): 50%

PROGRAM SPECIFIC GRADING

Per College Grading System

GRADING SYSTEM

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*For a complete detailed description please refer to the College website.

LEARNING RESOURCES

Toronto, Canada:Pearson.
Plus MyMarketing Lab
ISBN:0134629272

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor’s teaching methodology and the nature of the resource.

LEARNING ACTIVITIES

Lectures

DELIVERY MODE

In class and online
ACADEMIC POLICIES

• Academic Integrity
• Academic Appeal
• Academic Attendance
• Grading and Assessment


COLLEGE POLICIES

• Protecting human rights in support of a respectful college community

For college policies please see: http://www.canadorecollege.ca/about-us/college-policies.

STUDENT SUCCESS SERVICES

YOUR SUCCESS MATTERS!

We offer comprehensive, student-focused services designed to help you succeed. Canadore is committed to Student Success and offers CONFIDENTIAL services to help you in your studies. We offer:

• Study skills workshops
• Peer tutoring
• Career guidance
• Mental health and wellness tips and strategies
• Resource centre
• Assistive devices

The ultimate goal of Student Success Services is to support students so they can achieve success academically, in their career aspirations, and in their personal lives. Please don’t hesitate to drop by C262 or to book an appointment please call 1-705-474-7600 ext. 5205.

FIRST PEOPLES’ CENTRE:

We offer a culturally safe environment where our student focused services provide you with the following CONFIDENTIAL services:

• One on one counselling
• Elder in residence
• Peer tutoring
• Peer mentorship
• Lunch & learn workshops on study skills, self-care, life skills
• Resource Centre
Drop by our offices at C254 College Drive, E101 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

**WAIVER OF RESPONSIBILITY**

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

**HISTORICAL COURSE OUTLINES**

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.