
COURSE NAME: MKT100 Introduction to Marketing

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
Corequisite Course(s): None

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.

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
- 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 OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Business

1. identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.
2. apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
3. use current concepts/systems and technologies 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.
6. perform work in compliance with relevant statutes, regulations and business practices.
7. explain the role of the human resource function and its impact on an organization.
8. use accounting and financial principles to support the operations of an organization.
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.
12. develop strategies for ongoing personal and professional development to enhance work performance in the business field.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of 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.
8. Show respect for the diverse opinions, values, belief systems, and contributions of others
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

A+:	90-100%	B+:	77-79%	C+:	65-69%	D:	50-54%	S - Satisfactory
A:	85-89%	B:	73-76%	C:	60-64%	F:	0-49%	I - Incomplete
A-:	80-84%	B-:	70-72%	D+:	55-59%			F- Repeat Course, included in GPA FS- Failure Supplemental FR- Repeat course, excluded from GPA

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Other Resources:

Required: Marketing: An introduction Armstrong,G., Kotler,P., Trifts, U., & Buchwitz,L. Toronto, Canada:Pearson.

Latest Version

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

Lessons, group work, discussions

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including in class, online, hybrid, in a synchronous or asynchronous manner or a combination thereof, as per accreditation and/or regulatory standards where appropriate.

EXPERIENTIAL LEARNING

All full-time programs of study at Canadore College strive to provide students with the opportunity for experiential learning. This course provides students with an experiential learning opportunity through:

Formal Course Projects (EL)

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website:
<https://www.canadorecollege.ca/about/policies>.

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!

Student Success Services provides student-focused services to facilitate students' success in their studies. Staff provide support by reducing and/or removing educational-related barriers through individualized accommodations and supports to students with disabilities.

Please visit our webpage to learn more: <https://www.canadorecollege.ca/support/student-success-services> or

look for our events on social media.

To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring
- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills
- Learning 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.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

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.