

COURSE NAME: MKT130 Marketing II

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): MKT100
Corequisite Course(s): None.

COURSE DESCRIPTION

This course builds on the foundation of MKT100 Marketing for Business. 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.

PLAR INFORMATION

This course is eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

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

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| <p>1.0 Prepare a marketing plan</p> <ul style="list-style-type: none">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 organization's 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. | <p>2.0 Determine strategies for developing new products.</p> <ul style="list-style-type: none">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. <p>3.0 Correlate the applications of marketing in relation to the service continuum.</p> <ul style="list-style-type: none">3.1 Examine the four elements of services.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. |
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4.0 Develop pricing strategies that incorporate perceived value, competitive pressures and corporate objectives.

- 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.

5.0 Examine channels of distribution for organizations.

- 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.

6.0 Develop an integrated marketing communications strategy.

- 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.

7.0 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.

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

- 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.

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.
3. Execute mathematical operations accurately
4. Apply a systematic approach to solve problems
5. Use a variety of thinking skills to anticipate and solve problems
7. Analyse, evaluate, and apply relevant information from a variety of sources.
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.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

COURSE EVALUATION

Assignments 60%

Tests 40%

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:

MARKETING by Grewal Levy and Lichti (Current Edition) + CONNECT by McGraw Hill

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, debates, group work

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.

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.