



SCHOOL OF BUSINESS & CREATIVE DESIGN

MARKETING AND MANAGEMENT DEPARTMENT

Course Outline – Winter 2014

Course Code: MKT 1014

Course Title: MARKETING ESSENTIALS

Prepared By: D. Simon

Date: May 2010

Revised By: Laurie Wilde

Date: January 2014

Approved By: Yvonne Clarke, Associate Dean

Prerequisite: None

Corequisite: None

Prerequisite for: MKT 3103, MKT 3113, MKT3213, MKT 3353, MKT 3403, MKT 3413, MKT 3443, MKT 3453, MKT 4003, MKT 4213, MKT 5103, MKT 5203, MKT 6103, MKT 6433

1. Course Description

This course provides students with an overview of the foundations of successful marketing and prepares them for advanced marketing courses. Emphasis will be placed on the learning and application of marketing concepts in an ever-changing environment that is becoming more global in nature. Areas covered will include: understanding the marketing environment, consumer and business behaviour, marketing intelligence, and the design and implementation of effective marketing strategies and marketing mix elements.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

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No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Explain what marketing is and its importance to business.
2. Explain the importance of environmental scanning and how it is used in marketing.
3. Recognize the need for ethical business practices and corporate social responsibility.
4. Illustrate the importance and impact of global marketing in the global marketplace.
5. Describe the importance of consumer behaviour in marketing.
6. Differentiate consumer from organizational buying behaviour.
7. Describe business marketing decisions and buying situations.
8. Summarize how marketing segmentation is used.

9. Explain what business intelligence is and when it is used in its various forms.
10. Determine the likelihood of success of new products.
11. Identify strategies used to manage products and brands.
12. Compare elements of the communication process and know when to use them.
13. Describe the steps and decisions in developing an integrated marketing communications (IMC) program and explain appropriate element and media choices.
14. State the importance and legal issues of pricing and how to arrive at a final price.
15. Describe factors to consider in selecting and managing a marketing channel.
16. Identify how supply chain and logistics management relate to marketing strategy.
17. Describe various retail mix strategies and how retailing is changing.
18. Define customer relationship management (CRM) and relate it to the role of social media and the use of customer databases.

4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

Unit 1 **Marketing and Its Role**

Learning Outcome

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|-----|--|-------|
| 1.1 | Define marketing. | [1] |
| 1.2 | Identify the conditions of exchange. | [1] |
| 1.3 | Discuss differences between business philosophies. | [1] |
| 1.4 | Distinguish between marketing mix elements. | [1,4] |
| 1.5 | Describe the reasons for studying marketing. | [1,4] |

Unit 2	The Marketing Environment and Corporate Social Responsibility	
2.1	Explain how environmental scanning provides information about social, economic, technological, competitive, and regulatory forces.	[2]
2.2	Explain how social forces such as demographics and culture affect marketing.	[2,4-8]
2.3	Identify consumer and marketer reactions to the state of the economy.	[2,4-8]
2.4	Compare the forms of competition that exist in a market, key components of competition, and the impact of competition on corporate structures.	[2,4-8]
2.5	Explain the meaning of ethics and social responsibility and how they relate to the individual, organizations, and society.	[1,3,18]
2.6	Discuss the technological developments shaping current marketing practices.	[2,4-8]
2.7	Discuss the political and legal environment of marketing.	[2,4-8]
Unit 3	Consumer Behaviour	
3.1	Analyze the components of the consumer decision process.	[5]
3.2	Identify the types of consumer buying decisions and describe the significance of consumer involvement.	[5]
3.3	Identify and explain how cultural, social, individual, and psychological influences affect consumer behaviour.	[5,6]
		<i>[Click here to enter Learning Outcomes.]</i>
Unit 4	Business and Organizational Buying Behaviour	
4.1	Describe business marketing and discuss the major categories of business customers.	[6]
4.2	Describe the key characteristics of organizational buying that make it different from consumer buying.	[5,6,7]
4.3	Describe the various types of business goods and services.	[6]
4.4	Explain the NAICS System and how it can be used to identify and analyze organizational markets.	[6,7]
4.5	Recognize how buying centers and buying situations influence organizational purchasing.	[6,7]
4.6	Discuss the importance and nature of online buying in	[6,7]

organizational markets.

- 4.7 Explain the role of strategic alliances in business marketing. [6,7]

Unit 5 Segmenting and Targeting Markets

- 5.1 Explain market segmentation and its relevance to marketing. [8]
5.2 Describe the steps and criteria involved in segmenting and targeting markets. [8]
5.3 Describe the bases for segmenting and selecting consumer and organizational markets. [8]
5.4 Explain how marketing managers position their products and describe the role of product differentiation. [8]

Unit 6 Business Intelligence

- 6.1 Explain the concept and purpose of a marketing decision support system. [9]
6.2 Explain what business intelligence is and does. [9]
6.3 Explain the different types of marketing research. [9]
6.4 Describe the stages in the marketing research process. [9]
6.5 Differentiate and explain the use of secondary data and primary data in marketing research. [9]
6.6 Discuss the profound impact of the internet on marketing research. [9]
6.7 Explain what is meant by competitive intelligence. [9]

Unit 7 Developing and Managing New and Existing Products, Services, and Brands

- 7.1 Define what is meant by a product and describe the ways consumer and business goods and services are classified and marketed. [11]
7.2 Evaluate the purposes of product items, lines, and mixes. [11]
7.3 Analyze the purpose of branding and what different branding strategies are employed by companies. [11]
7.4 Analyze the elements and uses of branding and how these can be protected. [11]
7.5 Discuss the role of packaging, labelling, and warranties in the marketing of a product. [11]
7.6 Analyze the concept of product life cycle and the elements involved in each stage. [10,11]

7.7	Explain the importance of new product development and describe the categories of new products.	[10]
7.8	Describe the diffusion process of new products.	[10]
7.9	Detail the steps in the new product development process.	[10]
7.10	Analyze global issues in new product development	[10]
7.11	Evaluate the differences between services and goods, describing the unique challenges in marketing services..	[10,11]

Unit 8 Integrated Marketing Communications

8.1	Describe the role, goals, and tasks of promotion in the marketing mix.	[12]
8.2	Describe the communication process and its elements.	[12]
8.3	Describe the promotional mix and the characteristics of each component.	[13]
8.4	Describe the concept of integrated marketing communications (IMC).	[13]
8.5	Discuss the factors affecting the promotional mix, including push and pull strategies.	[13]
8.6	Understand the concept of public relations and tools available.	[13]
8.7	Discuss the tools used in direct response, event marketing, and sponsorship programs.	[13]
8.8	Assess the role of personal selling and alternative marketing communication approaches.	[13]
8.9	Describe the process of promotional program planning and evaluation.	[13]

Unit 9 Pricing Products and Services

9.1	Identify the elements that make up a price.	[14]
9.2	Explain the approaches to pricing and the major factors considered in arriving at a price.	[14]
9.3	Explain the role of demand in price determination.	[14]
9.4	Explain the role of revenues (sales) and costs in pricing decisions.	[14]
9.5	Demonstrate the value of break-even analysis and be able to calculate a break-even point.	[14]
9.6	Describe special adjustments made to the base price.	[14]
9.7	Describe the price objectives a firm may have and the constraints that may apply.	[14]
9.8	Outline the steps in determining a final price.	[14]

9.9	Describe basic laws and regulations affecting pricing strategies.	[14]
Unit 10	Advertising, Sales Promotion, Public Relations, Direct Response, & Personal Selling	
10.1	Describe the role and purpose of advertising.	[13]
10.2	Evaluate the different types of advertising and their relative applications.	[13]
10.3	Analyze media evaluation and selection techniques and apply them to various forms of media.	[13]
10.4	Evaluate the role of public relations and direct response communications, describing the tools that they use.	[13]
10.5	Explain the objectives of sales promotion, describing the relative strengths and weaknesses of the most common forms of consumer and trade sales promotions.	[13]
10.6	Assess the role of personal selling, noting the key differences between relationship selling and traditional selling.	[13]
10.7	Identify and explain the steps in the selling process.	[13]
Unit 11	Marketing Channels and Supply Chains	
11.1	Explain what a marketing channel is and why intermediaries are needed.	[15]
11.2	Identify the types of channel intermediaries and analyze their functions and activities.	[15]
11.3	Evaluate differences between marketing channels for consumer and business products.	[15]
11.4	Evaluate the factors considered when selecting and managing a channel.	[15]
11.5	Differentiate between types of vertical marketing systems.	[15]
11.6	Analyze supply chain and logistics management and how they relate to marketing strategy.	[15,16]
11.7	Describe the key logistics functions in a supply system.	[16]
11.8	Explain how new technology and global markets affect supply chain management.	[16]

Unit 12 Retailing and Wholesaling

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|------|--|------|
| 12.1 | Discuss the importance of retailing for the consumer and Canadian economy. | [17] |
| 12.2 | Explain the dimensions by which retailers can be classified. | [17] |
| 12.3 | Explain the importance of target market selection and positioning for retailers. | [17] |
| 12.4 | Outline the retail marketing mix and its variables. | [17] |
| 12.5 | Analyze non-store retailing and its role. | [17] |
| 12.6 | Outline the factors to consider in online purchasing behaviour. | |
| 12.7 | Explain how retailers use the mobile channel. | [17] |

Unit 13 Customer Relationship Management

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|------|--|------|
| 13.1 | Define customer relationship management(CRM). | [18] |
| 13.2 | Describe how CRM entails cultural changes. | [18] |
| 13.3 | Outline types of interactions with current customers. | [18] |
| 13.4 | Describe the role of technology in capturing, evaluating, and leveraging customer information. | [18] |

5. Resources and Supplies

a. Required

Lamb, C.W., Hair, J.F.Jr., McDaniel,C., Kapoor, H.,Appleby, R., & Shearer, J. (2013). *MKTG* (2nd Canadian Edition). Toronto: Nelson Education Ltd.

6. Methodology

This course will consist of interactive lectures, online activities, discussion and questioning, cases, and research examples to help explain the concepts and principles of marketing.

7. Student Evaluation

The following elements will determine the student's final grade:

Tests (5 at 18% each)	90%
Assignment (1 @ 10%)	10%
Total	100%

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

Missed Test Policy:

Adequate notice will be given of impending tests and if the student is not present, the result is recorded as zero. The instructor may make an exception and allow the test to be written at other than the scheduled time provided that:

- a) A medical certificate is presented as proof of the student's inability to have been present at the scheduled time, or
- b) The instructor has agreed in advance that there is justification for the learner not being present at the scheduled time.

It is the student's responsibility to understand and follow the rules above.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the Students Rights and Responsibilities Policy, located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

☒ **Yes** ☐ **No**

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.