

Business Intelligence and Planning

SCHOOL OF BUSINESS

Course Number: MKT2260	Contribution to Program: Vocational Core	Normative Hours: 60
Applicable Program(s): 0214E01FWO Business - Marketing	AAL: 4	Approval Date: 19/12/2008
Prepared by: William Garbarino Professor and Marketing Program Coordinator		Approved by: Jim Kyte Acting Chair
Co-Requisites MKT2261		Approved for Academic Year: 2008-2009
Pre-Requisites ACC2222 and MKT2212 and MKT2283 and MKT2284		

COURSE DESCRIPTION

In this course, students learn to enhance their business intelligence and marketing analysis skills by creating a comprehensive marketing plan for an industry client. The marketing plan will incorporate recommended changes to the clients marketing mix including new strategies and supporting programs; including examination of new e-marketing and distribution methods. The course works in tandem with the MKT2261 Marketing Plan Project Field Work course to complete an assessment of: relevant industry trends, competitor capabilities, customer segments, and company marketing and operational capabilities through secondary and primary research data collection and analysis. Through this analysis, the student planning teams determine attainable and measurable marketing objectives, establish new target markets, determine competitive positioning, and create detailed marketing programs including step by step implementation and control schedules.

RELATIONSHIP TO VOCATIONAL LEARNING OUTCOMES

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

Business - Marketing 0214E01FWO

1	Contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.(A)
2	Contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis(T,A,CP)
3	Contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods, and services.(A)
4	Determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs. (T,A,CP)
5	Analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.(A,CP)
6	Contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria.(T,A,CP)
7	Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (A)
8	Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (A,CP)
10	Participate in conducting market research to provide information needed to make marketing decisions.(A)
13	Apply the principles of business ethics and corporate social responsibility.(A)
15	Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.(A)

ESSENTIAL EMPLOYABILITY SKILLS

The course contributes to your program by helping you achieve the following Essential Employability Skills:

1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.(T,A)
2	Respond to written, spoken or visual messages in a manner that ensures effective communication.(A)
3	Execute mathematical operations accurately.(A)

4	Apply a systematic approach to solve problems.(T,A)
5	Use a variety of thinking skills to anticipate and solve problems.(A)
6	Locate, select, organize and document information using appropriate technology and information systems.(A)
7	Analyze, evaluate and apply relevant information from a variety of sources.(A)
8	Show respect for diverse opinions, values, belief systems and contributions of others. (A)
9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A,CP)
10	Manage the use of time and other resources to complete projects.(A,CP)
11	Take responsibility for one's own actions, decisions and consequences.(A)

COURSE LEARNING REQUIREMENTS/EMBEDDED KNOWLEDGE AND SKILLS

COURSE LEARNING REQUIREMENTS When you have earned credit for this course, you will have demonstrated the ability to:	EMBEDDED KNOWLEDGE AND SKILLS
1. Make appropriate marketing decisions using both qualitative and quantitative information.	<ul style="list-style-type: none"> • Ability to utilize advanced marketing decision making skills to: <ul style="list-style-type: none"> - analyzing the environment - identifying and defining issues or problems - understanding root causes of issues or problems - developing alternate solutions - selecting appropriate solutions - implementing the decision
2. Make financially sound business and marketing decisions using appropriate calculations and analysis.	<ul style="list-style-type: none"> • - determining fixed and variable costs - calculating contribution - establishing breakeven volume - performing profitability calculations - determining liquidity - developing profit & loss statements - performing sensitivity analysis - using spread sheet software and related computer network resources
3. Develop a complete marketing plan for an industry client.	<ul style="list-style-type: none"> • - analyzing the environment: industry, competitors, company, and customer elements - establishing goals and objectives - create marketing position statements - establish market segments and detail market characteristics - establishing an appropriate strategies and tactics - forecasting sales and profitability - calculating important financial ratios - identifying and using appropriate sources of information such as: publications, data bases, - establishing complete implementation and control plans for chosen marketing programs
4. Presenting marketing plans and analysis.	<ul style="list-style-type: none"> • - preparing management presentations for industry client - giving presentations using appropriate multimedia tools

LEARNING RESOURCES

“Market Ready Plan” software has been made available through McGraw-Hill Irwin; through site license assigned program.

LEARNING ACTIVITIES

During this course, you are likely to experience the following learning activities:

Teaching/Learning Methods students will experience:

- Individual reading and research
- Workshops and group discussions
- Exercises and simulations
- Group project work
- Ongoing meetings with industry client

EVALUATION/EARNING CREDIT

The following will provide evidence of your learning achievements:	This activity validates the following Course Learning Requirements and/or Essential Employability Skills:
<p>Final Examination (25%)</p>	<ul style="list-style-type: none"> • Make appropriate marketing decisions using both qualitative and quantitative information. - [CLR 1] • Make financially sound business and marketing decisions using appropriate calculations and analysis. - [CLR 2] • Execute mathematical operations accurately. - [EES 3] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5]
<p>In-class Workshops and Application Work (10%)</p>	<ul style="list-style-type: none"> • Make appropriate marketing decisions using both qualitative and quantitative information. - [CLR 1] • Make financially sound business and marketing decisions using appropriate calculations and analysis. - [CLR 2] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Execute mathematical operations accurately. - [EES 3] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8] • Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]
<p>Marketing Plan Project Report (Plan Research & Plan Creation) - Situational Analysis & Environmental Scan (15%)</p>	<ul style="list-style-type: none"> • Make appropriate marketing decisions using both qualitative and quantitative information. - [CLR 1]

- Target Market Profiles, Positioning, and SMART Marketing Objectives (11%)
- Marketing Mix strategies and tactical programs (18%)
- Implementation & Control Plans, Supporting Financial Data (21%)

- Make financially sound business and marketing decisions using appropriate calculations and analysis. - [CLR 2]
- Develop a complete marketing plan for an industry client. - [CLR 3]
- Presenting marketing plans and analysis. - [CLR 4]
- Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]
- Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2]
- Execute mathematical operations accurately. - [EES 3]
- Apply a systematic approach to solve problems. - [EES 4]
- Use a variety of thinking skills to anticipate and solve problems. - [EES 5]
- Locate, select, organize and document information using appropriate technology and information systems. - [EES 6]
- Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]
- Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8]
- Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9]
- Manage the use of time and other resources to complete projects. - [EES 10]
- Take responsibility for one's own actions, decisions and consequences. - [EES 11]

COLLEGE GRADING NUMERICAL EQUIVALENT TABLE

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90-100%	4.0	C+	67-69%	2.3
A	85-89%	3.8	C	63-66%	2.0
A-	80-84%	3.6	C-	60-62%	1.7
B+	77-79%	3.3	D+	57-59%	1.4
B	73-76%	3.0	D	53-56%	1.2
B-	70-72%	2.6	D-	50-52%	1.0
			F	0-49%	0
			FSP	0	0

OTHER COURSE INFORMATION

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

PRIOR LEARNING ASSESSMENT AND RECOGNITION

Evidence of learning achievement for PLA candidates will include:

- Development of a **comprehensive** Marketing Plan for an industry client including detailed implementation and control elements
- Comprehensive Final Exam

RELATED INFORMATION

The following information is course-specific:

Tentative Workload Schedule

A proposed weekly workload schedule has been posted on Blackboard under Course Information

Major Project

Student must participate in all deliverables of major group project to successfully complete course

In-Class Participation and Application Work

A list of the weekly in-class application workshops will be posted on the course section Blackboard site, including mark breakdown. Student must be in attendance for a class to earn the participation and application mark associated with the class activity

Use of Blackboard

All course information including module resources, project work documents, and external web links will be posted on the course Blackboard site. Weekly announcements including due date reminder notices will be posted on Blackboard; students should check for new announcements on a daily basis. Course assessment grades will be posted within the on-line grade book.

Retain this Course Outline

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

Respect for Confidentiality

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on AlgonquinCollege premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publicly either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Program Coordinator

Bill Garbarino; Office Number - B444b; 613-727-4723 ext.5209; garbarw@algonquincollege.com

The following information is program-specific:**The following information is school/department-specific:****School of Business Procedures**

All programs follow College Directives including Directive A21: *Rights, Freedoms, Responsibilities and Code of Conduct for the Algonquin College Community* (<http://www.algonquincollege.com/directives/sectionA/A21.pdf>).

These Directives are located in the policy section at the back of the Student Instaguide and at: <http://www.algonquincollege.com/directives/>

The **School of Business Procedures** file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have

purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

The following information is College-wide:**Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Centre for Students with Disabilities (CSD)

If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you.

Academic Integrity

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Directives

E16 (<http://www.algonquincollege.com/directives/sectionE/E16.pdf>)

and E43 (<http://www.algonquincollege.com/directives/sectionE/E43.pdf>).

Course Assessments

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities. For further details consult Algonquin College Directive E38

(<http://www.algonquincollege.com/directives/sectionE/E38.pdf>).

Use of Electronic Devices

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Directive E39

(<http://www.algonquincollege.com/directives/sectionE/E39.pdf>).

Transfer of Credit

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.