

**Marketing/Web Marketing**

**School of Business - Marketing and Management Studies**

<b>Course Number:</b> MKT 2201	<b>Contribution to Program:</b> Core	<b>Educators:</b> Phil Jones <a href="mailto:jonesp@algonquincollege.com">jonesp@algonquincollege.com</a> Chris Castillo <a href="mailto:castilc@algonquincollege.com">castilc@algonquincollege.com</a>
<b>Applicable Programs:</b> Small & Medium Enterprise (SME) Management Business-Marketing	<b>AAL:</b> 2, 3, 4	<b>Approval Date:</b> January 2007  <b>Approved By:</b> <i>Wayne McIntyre</i> Title: Chair
<b>Course Hours:</b> Delivered: 64 Normative: 64	<b>Prerequisites:</b> None  <b>Corequisites:</b> None	<b>Approved for Academic Year:</b> 2006-2007
<p style="text-align: center;"> <b>The Coordinator for SME Management is: Phil Jones      <a href="mailto:jonesp@algonquincollege.com">jonesp@algonquincollege.com</a></b>  <b>Room # B444c Telephone 613.727.4723 ext. 5433</b>          School of Business Web Site:      <a href="http://www.algonquincollege.com/business/">http://www.algonquincollege.com/business/</a> </p>		

**COURSE DESCRIPTION**

This course introduces students to ‘core’ marketing principles and the marketing process. Regardless of whether managers are employed by a Small and Medium-sized enterprise or not-for-profit organization, they are basic providers of goods or services, and most likely will be doing business domestically and globally. Students need to understand the marketing mix elements and environmental factors (SWOT Analysis, C-STEP Analysis) in order to successfully discover the needs of consumers and satisfying them. The course is organized around the following themes: Innovative thinking, Marketing Research, and Marketing Strategies. Students will learn to develop a full Marketing Strategy and present their findings and recommendations to a client. As well, the course discusses the different applications used in Web Marketing.

<b>RELATIONSHIP TO PROGRAM LEARNING OUTCOMES</b>	
<p><b>This is a vocational course that supports the following vocational program standards:</b></p>	<p><b>This course contributes to your program by helping you to achieve the following Essential Employability Skills (EES):</b></p>
<ul style="list-style-type: none"> <li>✓ communicate business-related information persuasively and accurately in oral, written, and graphic formats.</li> <li>✓ develop customer-service strategies to meet the needs of internal and external customers.</li> <li>✓ apply knowledge of the marketing function to the operation of an organization's customers.</li> <li>✓ take into account the interrelationship among the functional areas of a business.</li> <li>✓ work effectively with co-workers, supervisors, and others.</li> <li>✓ apply research skills to gather and interpret available information.</li> <li>✓ apply creative problem-solving skills to address business problems and opportunities.</li> <li>✓ apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.</li> <li>✓ recognize the economic, social, political, and cultural variables, which impact on a business.</li> </ul>	<ol style="list-style-type: none"> <li>1. <i>Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</i></li> <li>2. <i>Respond to written, spoken, or visual messages in a manner that ensures effective communication.</i></li> <li>3. <i>Execute mathematical operations accurately.</i></li> <li>4. <i>Apply a systematic approach to solve problems.</i></li> <li>5. <i>Use a variety of thinking skills to anticipate and solve problems.</i></li> <li>6. <i>Locate, select, organize, and document information using appropriate technology and information systems.</i></li> <li>7. <i>Analyze, evaluate and apply relevant information from a variety of sources.</i></li> <li>9. <i>Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.</i></li> <li>10. <i>Manage the use of time and other resources to complete projects.</i></li> <li>11. <i>Take responsibility for one's own actions, decisions, and consequences.</i></li> </ol>

## COURSE CURRICULUM

### ***1. Course Learning Requirements/Embedded Knowledge and Skills***

Course Learning Requirements	Knowledge and Skills
<p><b>When you have earned credit for this course you will have demonstrated an ability to:</b></p>	
<p>1. Understand what marketing is and its functions in an organization.</p>	<ul style="list-style-type: none"> <li>• The definition and importance of marketing</li> <li>• The role of marketing in an enterprise</li> <li>• The evolution of marketing</li> <li>• The marketing concept</li> <li>• Marketing utility</li> <li>• Trends and issues facing marketing</li> <li>• The scope of marketing</li> </ul>
<p>2) Identify the environmental factors and recognize how they affect the strategic marketing planning.</p>	<ul style="list-style-type: none"> <li>• The controllable marketing variables (micro)</li> <li>• The uncontrollable marketing variables (macro)</li> <li>• The business planning process</li> <li>• Marketing planning</li> </ul>
<p>3) Identify and select the bases for market segmentation.</p>	<ul style="list-style-type: none"> <li>• The market segmentation process</li> <li>• Types of markets</li> <li>• Bases for segmentation: demographic, geographic, psychographic, benefit.</li> <li>• Market positioning concepts</li> </ul>
<p>4) Develop a critical awareness of Customer Service, its role and <u>increased</u> importance in the business environment.</p>	<ul style="list-style-type: none"> <li>• Definition and role of customer service</li> <li>• Who “is” a customer?</li> <li>• Importance of customer service</li> <li>• Why business needs excellent customer service?</li> <li>• The cost of losing a customer</li> <li>• Goals of customer service</li> <li>• Understanding the value of existing customers</li> </ul>
<p>5) Recognize customer buying behaviours and their importance to successful marketing.</p>	<ul style="list-style-type: none"> <li>• What is consumer behaviour</li> <li>• Influences on consumer behaviour: cultural, social, personal, psychological.</li> <li>• The consumer purchasing decision process: problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase evaluation, and other factors.</li> </ul>
<p>6) Recognize some of the elements that are required in the development of a coordinated marketing mix aimed at a particular market target.</p>	<p>Product Strategy</p> <ul style="list-style-type: none"> <li>• The total product concept</li> <li>• Product classifications</li> <li>• Branding and packaging strategies</li> <li>• Product life cycle</li> <li>• Adoption process</li> </ul> <p>Price Strategy</p> <ul style="list-style-type: none"> <li>• Definition and role of price</li> <li>• Controlling price</li> <li>• Other factors influencing price</li> </ul>

	<ul style="list-style-type: none"> <li>• Pricing policies and discounts</li> <li>• Pricing and the product life cycle</li> </ul> <p>Place strategy</p> <ul style="list-style-type: none"> <li>• Distribution planning</li> <li>• New distribution strategies</li> <li>• Physical distribution</li> <li>• Wholesaling and retailing overview</li> </ul> <p>Promotion strategy</p> <ul style="list-style-type: none"> <li>• Promotion mix and planning</li> <li>• Advertising and its role</li> <li>• Forms of advertising</li> <li>• Public relations</li> <li>• Sales promotion</li> <li>• Consumer and trade promotion</li> <li>• Personal selling</li> <li>• Direct marketing</li> </ul>
7) Develop analyze and present a marketing plan.	<ul style="list-style-type: none"> <li>• Define strategic planning</li> <li>• Describe each step in a marketing plan</li> <li>• Present a well integrated marketing plan</li> <li>• Understand the merits of anticipating and planning for the future</li> </ul>
8) Cooperate and contribute effectively, working as a team member to prepare a marketing plan.	<ul style="list-style-type: none"> <li>• Roles of leader and team player</li> <li>• Conflict resolution</li> <li>• Accountability</li> <li>• Project management and use of time</li> <li>• Delegation</li> <li>• Running team meetings</li> </ul>
9) Define Internet Marketing, examine its scope and importance, and describe marketing and the new world of <i>e-commerce</i>	<ul style="list-style-type: none"> <li>• Affiliate Programs</li> <li>• Customer Relationships</li> <li>• Viral Marketing</li> <li>• Referral Programs</li> <li>• Permission Marketing</li> <li>• Promotion of an online store</li> <li>• Click-through</li> </ul>

## ***2. Learning Resources***

TEXT:

Marketing, The Core Canadian edition, by Kerin, Hartley, McGraw-Hill  
<http://www.mcgrawhill.ca/college/thecore>

## ***3. Teaching/Learning Methods***

During this course you are likely to experience:

- Lectures
- Group work/discussions
- In-class/on-line assignments
- Case studies
- Guest speakers
- Electronic and overhead presentations
- On-line self evaluations
- Internet collaboration/research

## ***4. Learning Activities and Assessment***

Samples of learning activities include:

- Group major assignment - Marketing Plan Assignment
- Two case exercises
- Internet Research Project exercise
- Internet assignments and exercises
- Preparation and completion of a Participant Workbook
- Discussions and class participation

## ***5. Software Copyright***

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 twenty five thousand dollars or to 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 to imprisonment for a term not exceeding five years or both”.

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased and which is allowed in your licence agreement would make you liable for the above penalties.

## ***6. Evaluation/Earning Credit***

Online Assignment	15%
Mid-term	25%
Marketing Plan and Presentation	40%
Participation	<u>20%</u>
	100%

## 7. *Prior Learning Assessment*

This course is available for challenge. Candidates may be required to provide evidence of learning achievement through:

- Portfolio assisted methods
- An interview
- A challenge exam

### RELATED INFORMATION

## 8. *Evaluation of Course*

“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.”

## 9. *Students With Disabilities*

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

### NOTE:

The assumption is made that all students in this course are mature persons of serious purpose. This implies that they are capable of working within certain standard (see Department Policies posted on Blackboard) and their attendance will be both regular and punctual. Their co-operation in this regard is both requested and expected.

### NEED MORE HELP!

If further help is required outside of class time please make an appointment with the professor for a time convenient to both parties.

### **Harassment/Discrimination/Violence Policy**

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).

**PLEASE:** It is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

**Please make a copy of this Course Outline and put in your marketing binder.**

## MKT 2201 Tentative Schedule

Week	Date-Week of	Topic	Reading	Assignments due	Other
1	Jan. 2	Marketing Principles	Chpt.1,2	Groups formed	
2	Jan. 8	Customer Relationships Corporate Strategies and Objectives	Chpt.3,5		-Guest Speaker: LRC -Client visits
3	Jan. 15	Research- Environmental Scanning	Chpt.8,9		
4	Jan. 29	Focus Group Research	Chpt.10		
5	Feb. 5	C-STEP Analysis Product Life Cycle	Chpt.11		
6	Feb. 12	SWOT Analysis Target Markets	Chpt.15		
7	Feb. 19	Branding Positioning		<b>*MID-TERM EXAM *ONLINE ASSIGNMENT DUE</b>	
8	Feb. 26	<b>MARCH BREAK</b>			
9	Mar. 5	Marketing Channels Pricing Web Promotion	Chpt.12 Chpt.13		
10	Mar. 12	Pre-Presentation Check-ins			
11	Mar. 19	Pre-Presentations			
12	Mar. 26	PRESENTATIONS			
13	Apr. 2	PRESENTATIONS			
14	Apr. 9	FINALIST PRESENTATIONS			
15		GUEST SPEAKER			
16		WRAP-UP			