

BUS 239, Marketing

3 credits, 3 hours lecture

Course Description

The student is introduced to the highly dynamic field of marketing. Marketing is based on the premise that successful marketing of goods, services and ideas is fundamental to the functioning of our society. The major focus of the course is on understanding marketing, analyzing marketing opportunities and planning marketing strategies related to product, promotion, price and place.

Pre and Co-requisites

None

Course Learning Outcomes (CLOs)

Upon successful completion of the course, the student shall be able to:

CLO1 Explain the role of marketing in meeting the needs and wants of customers.

- a. Discuss the key elements to creating value in customer-focused marketing strategy.
- b. Explain how the marketing function interacts with its internal and external partners to create value.
- c. Examine the role of 'enlightened marketing' in building value for customers and consumers.
- d. Analyze the marketing environment for factors that affect an organization's ability to serve its customers and stakeholders.

CLO2 Examine the methodology used to select target markets and build profitable relationships with them.

- a. Explain the relative importance of marketing information systems.
- b. Relate factors influencing buying behaviour to the buying decision process and adoption rates.
- c. Discuss the major bases for segmenting consumer and business markets.
- d. Explain how companies identify attractive market segments and choose a target market.
- e. Analyze how organizations position their market offering to build a competitive advantage.

CLO3 Analyze product, service and distribution decisions made by organizations to create time, place and form utility.

- a. Examine decisions that organizations make regarding individual products, brands, lines and assortments.
- b. Contrast product marketing to the marketing of services based on the unique characteristics of services.
- c. Debate the value added of distribution channels to organizations and customers.

CLO4 Differentiate pricing and integrated marketing communication decisions.

- Relate the internal and external factors affecting pricing decisions to customer perceptions of price and value.
- Differentiate between each promotions mix tool in an integrated marketing communications plan.
- Recommend price, promotion and distribution alternatives based on product life cycle considerations.
- Discuss the role of sales representatives in creating value and building customer relationships.

Evaluation

Assessment Type	Percentage
Projects/Assignments	25%
Quizzes/Tests	75%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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