

BUSINESS - MARKETING

Program Outline

Major:	BMKT
Length:	2 Years
Delivery:	4 Semesters, plus 2 work terms
Credential:	Ontario College Diploma, Co-op
Effective:	2012-2013
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

This co-op program introduces students to the various functional aspects of business in general, and marketing more specifically. Graduates are able to apply planning, assessment, analysis, communication, sales, teamwork, research, and mathematical skills to support the marketing activities of an organization. In addition, graduates are able to participate in the design of an organization's marketing plan and the preparation of its business plan.

Career Opportunities

Management trainee to division or general manager; area sales to sales management; entry level positions within advertising agencies and market research firms are just a few of the career routes pursued by Business - Marketing and Business Administration - Marketing graduates. Employers include banks; finance, trust and insurance companies; computer firms; government ministries and agencies; producers of consumer and industrial products; wholesalers; retailers; companies and non-profit organizations.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods or services based on an identified target market;

- contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives and cost analysis;
- contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods and services;
- determine strategies for developing new and modified products, concepts, goods and services that respond to evolving market needs;
- analyze the results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria;
- communicate marketing information persuasively and accurately in oral, written, and graphic formats;
- collaborate with co-workers, supervisors, customers, clients, consumers and others;
- contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria;
- analyze the viability of marketing products, concepts, goods or services in an international market or markets;
- develop personal professional development strategies and plans to enhance leadership skills, management skills, and marketing expertise;
- participate in the development of the marketing components of a business plan;
- apply the principles of business ethics and corporate social responsibility;
- prepare and deliver a sales presentation;
- adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments;
- participate in conducting market research to provide information needed to make marketing decisions.

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with paid work experience related to their program of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order to proceed successfully to their first co-op work experience. To ensure students are eligible to proceed onto any co-op work experience students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:
www.georgianc.on.ca/careers/for-students/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

External Recognition:

The Canadian Professional Sales Association has established an educational training requirement for the CSP designation (Certified Sales Professional). Upon completion of the correct six courses within the diploma, students will have completed the Sales Certificate Program portion of the designation. For further information, please contact the program co-ordinator at (705) 728-1968, ext. 1963

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term 1	Sem 3	Work Term 2	Sem 4
Fall 2012	Winter 2013	Summer 2013	Fall 2013	Winter 2014	Summer 2014

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term 1	Sem 4	Work Term 2
Winter 2013	Summer 2013	Fall 2013	Winter 2014	Summer 2014	Fall 2014

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgianc.on.ca/academics/articulations/>

Admission Requirements:

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG4C, ENG4U); plus any Grade 11* or 12 College level Mathematics (MBF3C, MAP4C or MCT4C) or 11* or 12 University level Mathematics (MCF3M, MCV4U, MHF4U, MCB4U, MGA4U or

MDM4U). (*Minimum of 60% in Grade 11 College or University level Mathematics MBF3C or MCF3M)

- Academic and Career Entrance Certificate (ACE) program with Communications; Business, Apprentice or Technical Mathematics
- Ontario High School Equivalency Certificate (GED)
- Mature applicant with standing in the required courses and/or mature student testing that meets the minimum standards for admission

Applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Each applicant will be considered on an individual basis and acceptance will be determined by counselling, Communication Placement Assessment (CPA), previous post-secondary education and evaluation of experience. Some programs also have specific prerequisite requirements that must be met prior to admission. Mature applicants must meet all program specific prerequisites. Those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Additional Information:

In order to broaden the program choices, all General, Accounting, Human Resources, and Marketing students, whether they are in a two-year or a three-year diploma program, will share a common first semester. Students will take five mandatory courses in that semester, and will have a choice of which General Education course they wish to take. The curriculum for this common first semester is as follows:

Code	Course Name
ACCT 1000	Financial Accounting Principles 1
BUSI 1001	Introduction to Organizational Behaviour
MATH 1002	Mathematics of Finance
MKTG 1000	Introduction to Marketing
Plus one each of	
Communications course	
General Education course	

Graduation Requirements:

- 19 Mandatory Courses
- 2 Communications Courses
- 3 General Education Courses

2 Co-op Work Terms

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

ACCT1000 Financial Accounting Principles 1
ADVE1004 Advertising
BUSI1001 Introduction to Organizational Behaviour
BUSI1002 Consumer Behaviour
COMM1021 Dynamic Presentations
COMP1003 Microcomputer Applications
COMP2067 Advanced Computer Applications
COMP2093 Macintosh and Design Basics
ECON1000 Microeconomics
ECON2000 Macroeconomics
FNCE2000 Business Finance
MATH1002 Mathematics of Finance
MKTG1000 Introduction to Marketing
MKTG1001 Planning the Marketing Strategy
MKTG1003 Personal Selling
MKTG2000 Writing the Marketing Plan
MKTG2001 Marketing on the Web
MKTG2003 Marketing Research
MKTG2017 Marketing Analysis

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

General Education Courses

To be selected from College list

Co-op Work Terms

COOP1008 Business Work Term 1
COOP2026 Business Marketing Work Term 2

Course Descriptions:**ACCT1000 Financial Accounting Principles 1 42.0 Hours**

This introductory course in financial accounting covers the accounting cycle including preparation of financial statements for service and trading companies operating as single proprietorships. Also included are topics related to accounting for merchandising operations, accounting information systems, cash.

ADVE1004 Advertising 42.0 Hours

Advertising, as a subset of the promotion variable in the marketing mix, provides the foundation for this course. The primary focus is on theory and applications in advertising. Sales promotion, a close "cousin", will be discussed. Included is advertising, history, regulations, planning, media selection, and creative approaches to influence customer behaviour.

BUSI1001 Introduction to Organizational Behaviour 42.0 Hours

Organizational Behaviour is an introductory course which teaches social science theory as applied to the business world. It provides rich insights about working people in all kinds of organizations and also suggests how people may be motivated to work together more productively.

BUSI1002 Consumer Behaviour 42.0 Hours

Consumer Behaviour deals with people in the marketplace. This course looks at approaches social scientists have taken when studying the consumer and the application of their findings in a business or organizational context. Topics include areas related to affect, cognition, behaviour and the environment.

COMM1021 Dynamic Presentations 42.0 Hours

Students develop the ability to design and deliver audience specific messages using media. Individually and collaboratively, students deliver presentations for use in academic, professional, and social settings. Self and peer critiques provide opportunities for reflection and enhanced presentation skills.

P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or (P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure)

COMP1003 Microcomputer Applications 42.0 Hours

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

COMP2067 Advanced Computer Applications 42.0 Hours

Advanced Computer Applications covers the expert aspects of spreadsheet and database software. Topics covered in the spreadsheet portion include nested IF

statements and advanced formulas, database functions, PivotTables, PivotCharts, and histograms. The importing and exporting of files and data, along with creating macros and interactive Web spreadsheets are also covered. The database portion presents students with the essential aspects of database design, implementation, and maintenance. Students create applications that include data entry forms, combo boxes, automatic tabbing and object linking and embedding. In the latter portion of this course, students conduct queries and create reports. Importing, exporting, merging data, PivotTables and PivotCharts are also covered.

P- COMP1003 Microcomputer Applications

COMP2093 Macintosh and Design Basics 42.0 Hours

This course introduces the principles of visual design as applied to layout (for print) combined with a basic introduction to the Macintosh platform, its operating system and industry standard graphics software. It will provide the students with an understanding of the elements that make design solutions successful with an interest in integrating components to generate visual communication pieces electronically.

COOP1008 Business Work Term 1 560.0 Hours

Co-operative Education is a mandatory component of all Business programs. You must participate in a series of co-op classes (CPHR0001 - 12 sessions) prior to the application process. Classes provide you with the knowledge and skills to conduct a self-directed job search. You are responsible to obtain a Co-op position and have it approved by your Consultant. You must successfully complete a fourteen-week, full-time, program-related work experience to acquire your first Co-op credit.

COOP2026 Business Marketing Work Term 2 560.0 Hours

Building on previous Co-op experience, students will continue to gain valuable experience and develop knowledge and skills that are relevant to today's business world. Students will gain experience with a variety of accounting functions in various workplaces. Upon completion of the Co-op work term students will be required to attend a debriefing session to review the requirements for completion of the Co-op work term.

P- COOP1008 Business Work Term 1

ECON1000 Microeconomics 42.0 Hours

This course provides an introduction to the principles and methods of economic analysis. The course examines how households and firms make economic decisions. It also analyzes the efficiency of scarce resource allocation under a range of market structures.

ECON2000 Macroeconomics 42.0 Hours

This course is designed to give students an understanding of how the overall economy operates and what economic indicators tell us about its health. The course explores government options for stabilizing the economy, and the impact of international trade.

It is highly recommended that students take Microeconomics (ECON 1000 or equivalent) prior to taking this course.

FNCE2000 Business Finance 42.0 Hours

This is an introductory course for the financial manager. This course covers terms, techniques, policies, patterns, and problems relating to business finance.

P- ACCT1004 Introduction To Accounting or P- ACC9101 Introduction To Accounting or P- ACCT1000 Financial Accounting Principles 1 or P- ACC2122 Financial Acctg. Principles 1 or P- ACCF1000 Principes de compt financière or P- ACF9101 Introduction A La Comptabilite or P- ACCT1010 Accounting 1 or P- BDE2101 Introductory Accounting or P- ACC2113 Intro Accounting 1 or P- FNCE1001 Understanding Accounting

MATH1002 Mathematics of Finance 42.0 Hours

This introductory course is designed to develop a student's ability to perform basic mathematic operations and to apply mathematical techniques to a wide range of business problems. The mathematics of compound interest and annuities forms a major component of the course.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

MKTG1001 Planning the Marketing Strategy 42.0 Hours

This course involves the elements that a company controls and uses to put together as its Marketing Program. These four controllable elements are Product, Place, Price, and Promotion. Planning the Marketing Strategy provides an understanding of the growing interest in customer value. This interest is incorporated in designing a successful marketing plan in a consumer-oriented society.

P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing or P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1009 Marketing 1 (ODE)

MKTG1003 Personal Selling 42.0 Hours

This course covers the basic concepts and practices of relationship selling. The focus is on a "how to" approach, which stresses learning by doing through examples, exercises and video taped role-playing of selling situations. The skills developed in this course are applicable in all aspects of life - course work, job search, career sales, idea presentation.

MKTG2000 Writing the Marketing Plan 42.0 Hours

This course requires the students to synthesize knowledge obtained in previous courses and apply that knowledge in the research and creation of a marketing plan for a product or service. Some of these marketing plans will be for business clients. Students are required to work in small groups.

P- MKTG2003 Marketing Research and (P- MKTG1001 Planning the Marketing Strategy or P- MKTG1004 Marketing Foundations)

MKTG2001 Marketing on the Web 42.0 Hours

The intent of this course is the development and implementation of a successful Internet Marketing strategy for products and services in Business to Business and Business to Consumer environments. While the course will provide an overview of web and commerce technologies, its focus is on Internet Marketing applications including the development of an Internet Marketing component of a Marketing Plan. Marketing, sales and customer service issues will be explored in conjunction with web site development.

P- MKTG1000 Introduction to Marketing or P- MKTG1004 Marketing Foundations

MKTG2003 Marketing Research 42.0 Hours

Marketing Research is concerned, primarily, with the systematic gathering and analysis of primary and secondary information to significantly reduce uncertainty in major marketing problem areas. Exposure to problem definition, sampling, collecting, and interpreting data is experienced through discussion, case analysis, and group projects.

P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing

MKTG2017 Marketing Analysis 42.0 Hours

This course will introduce the student to some of the quantitative terms and techniques used in marketing to simplify data and make decisions. Topics will include descriptive statistical measures, graphing, sales forecasting and cost/benefit analysis.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.