

## **BUSINESS - MARKETING**

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### **Program Outline**

<b>Major:</b>	BMKN
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters
<b>Credential:</b>	Ontario College Diploma
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (Barrie)

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#### **Description**

This 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 design skills to support the marketing activities of an organization. Graduates are also able to participate in the design of an organization's marketing plan and development of a range of marketing strategies, tactics and materials, online and off.

#### **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 travelled by Business - 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;
- contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria;
- develop strategies to establish effective working relationships with clients, customers, consumers, coworkers, supervisors and others;
- communicate marketing information persuasively and accurately in oral, written, and graphic formats;
- analyze the viability of marketing products, concepts, goods or services in an international market or markets;
- participate in conducting market research to provide information needed to make marketing decisions;
- develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise;
- participate in the development of a business plan;
- apply the principles of business ethics and corporate social responsibility;
- use professional sales techniques to make a sale;
- adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments;
- employ environmentally sustainable practices within the profession;
- apply basic entrepreneurial strategies to identify and respond to new opportunities.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4
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Fall		Winter		Fall		Winter
2017		2018		2018		2019

Winter Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4
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Winter		Summer		Fall		Winter

**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.georgiancollege.ca/admissions/credit-transfer/>

**Admission Requirements:**

OSSD or equivalent with

- Grade 12 English (C or U)

- any Grade 11\* or 12 Mathematics (C, M, or U)

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

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/)

**Additional Information:**

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

Code	Course Name
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ACCT 1000	Financial Accounting Principles 1
BUSI 1001	Organizational Behaviour
COMM	Communications Course
MATH 1002	Mathematics of Finance
MKTG 1000	Introduction to Marketing
COMP2093	Macintosh and Design Basics

### **Graduation Requirements:**

- 17 Mandatory Courses
- 2 Communications Courses
- 2 Optional Courses
- 3 General Education Courses

### **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 unless otherwise stated on the course outline.

#### **Mandatory Courses**

ACCT1000	Financial Accounting Principles 1
ADVE2005	Pitching the Campaign
BUSI1001	Introduction to Organizational Behaviour
BUSI1002	Consumer Behaviour
COMP1003	Microcomputer Applications
COMP2093	Macintosh and Design Basics
ECON1000	Microeconomics
ENTR1002	Introduction to Entrepreneurship
MATH1002	Mathematics of Finance
MKTG1000	Introduction to Marketing
MKTG1001	Planning the Marketing Strategy
MKTG1003	Personal Selling
MKTG1015	Marketing Communications
MKTG2003	Marketing Research
MKTG2012	Marketing Management
MKTG2032	Marketing on the Web
MKTG2033	Professional Edge

#### **Communications Courses**

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

## Optional Courses

To be selected from College list

## General Education Courses

To be selected from College list

### **Course Descriptions:**

#### **ACCT1000 Financial Accounting Principles 1 42.0 Hours**

This course provides the student with knowledge of basic accounting procedures and theory. Students are taught the steps of the accounting cycle that result in useful information for decision makers. Also included are adjusting entries, the preparation of financial statements, merchandising activities, and accounting information systems.

#### **ADVE2005 Pitching the Campaign 42.0 Hours**

Students learn how to prepare for, and present, formally and informally, advertising campaigns. The emphasis is on campaign pitches and presentations, through effective use of persuasive techniques. Students learn the art of "making the pitch", using current technology.

#### **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.

#### **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.

#### **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.

**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.

**ENTR1002 Introduction to Entrepreneurship 42.0 Hours**

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.

**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 role-playing of selling situations. The skills developed in this course are applicable in all aspects of life - course work, job search, career sales, and idea presentation.

#### MKTG1015 Marketing Communications 42.0 Hours

This course explores the concepts of integration across all promotional platforms, online and off, and teaches students the necessary skills to develop a cohesive, impactful marketing communications plan. Primary focus areas include the planning process, target audience identification, development of the creative message, and effective media selection. Course includes in-service component.

#### 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

#### MKTG2012 Marketing Management 42.0 Hours

Planning alternative marketing strategies is crucial to successfully managing a business enterprise. Students have the opportunity to learn marketing management techniques currently being used in the business environment which enables students to make better marketing management decisions.

P- MKTG1001 Planning the Marketing Strategy or P- MKTG2000 Writing the Marketing Plan

#### MKTG2032 Marketing on the Web 42.0 Hours

The intent of this course is the development and implementation of digital marketing strategies for products and services in business-to-business and business to consumer environments. Students will focus on strategic and creative marketing principles, such as design, content, search and measurement to build a strong online presence for an organization. A variety of digital marketing tools will be explored in conjunction with web site development.

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

#### MKTG2033 Professional Edge 42.0 Hours

This course challenges students to develop their "personal brand" using strategic brand development techniques. The variety of available media such as resumes, personal websites and social media are explored, as well as career planning and professional development opportunities. Students learn proven techniques from leading brands and apply them to the creation of their own unique, differentiated brand in the workplace.

**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.*