

BUSINESS - MARKETING

Program Outline

Major:	BMKN
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2014-2015
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

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.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
Fall 2014	Winter 2015	Fall 2015	Winter 2016

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
Winter 2015	Summer 2015	Fall 2015	Winter 2016

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:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- 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)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course and most credit mathematics courses taken at Georgian College
- College preparatory programs including those taken at Georgian College: Business Foundations*
- Equivalent courses in English and mathematics taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications and business, apprentice or technical mathematics*
- Mature student testing in English and mathematics that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses and most mathematics credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English and mathematics that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school 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. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, 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.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: 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
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.

Mandatory Courses

ACCT1000 Financial Accounting Principles 1
ADVE2005 Pitching the Campaign
BUSI1001 Introduction to Organizational Behaviour
BUSI1002 Consumer Behaviour
BUSI1012 Introduction to Entrepreneurship
COMP1003 Microcomputer Applications
COMP2093 Macintosh and Design Basics
ECON1000 Microeconomics
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

ADVE2002 Sales Promotion
ADVE2004 Public Relations
BUSI1011 Professional Business Practices
BUSI2000 Entrepreneurship and Small Business
BUSI2005 Customer Service
BUSI2011 International Business
BUSI3001 Supervision
BUSI3006 Investments
COMP1002 Web and Internet Fundamentals
ECON2000 Macroeconomics

ECON3000 Economic Issues
 ENTR1001 Student Teams for Entrepreneurship Projects
 FNCE2000 Business Finance
 HURM1000 Human Resources Management Foundations
 LAWS2000 Business Law
 MGMT1000 Retail Management
 MGMT2000 Production and Operations Management
 MGMT2001 Principles of Management
 MGMT3001 Managerial Decision Making
 MKTG1005 Business to Business Marketing
 MKTG2004 Introduction to Logistics
 MKTG2007 Marketing of Services
 MKTG2008 Database and Direct Marketing
 MKTG2023 Supply Chain Management
 MKTG2024 International Logistics
 REAS2002 Foundations in Canadian Business Research
 STAT2000 Statistics 1
 STAT2001 Statistics 2

General Education Courses
 To be selected from College list

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.

ADVE2002 Sales Promotion 42.0 Hours

This course focuses on stimulating consumer action. Students learn practical, well established promotional techniques and how they can be mixed and matched to fit a specific situation. The importance of integrating sales promotion and direct marketing to optimize return on investment will be examined.

P- MKTG1000 Introduction to Marketing

ADVE2004 Public Relations 42.0 Hours

This course provides you with an overview of the field of public relations. It covers the function of public relations and introduces you to the communications tools and the tasks, roles, and responsibilities of a public relations professional. Finally, it provides you with insight into future trends within the industry.

P- MKTG1000 Introduction to Marketing

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.

BUSI1011 Professional Business Practices 42.0 Hours

You will learn how to prepare and present yourself and your work in a professional manner according to business ethics and protocol(s). In addition you will develop skills to manage office politics, social situations, travel and communications. Finally, you will develop an understanding of appropriate cultural and travel protocols for success in international business situations.

BUSI1012 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.

BUSI2000 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

BUSI2005 Customer Service 42.0 Hours

Building an awareness of the critical need for a high level of Customer Service in any organization is necessary for success in the new millenium. Differentiated Customer Service can be the basis for building a sustainable competitive advantage. The course will deal with company philosophy, implementation strategies and customer contact.

BUSI2011 International Business 42.0 Hours

This course provides you with an overview of the systems and challenges of International Business including market entry, manufacturing, competitive advantage, marketing and managing human resources in foreign markets. You will develop an understanding of the differences in political economies, cultural environments and ethics. In addition you will be introduced to cross-border trade, investment theories and global money systems.

BUSI3001 Supervision 42.0 Hours

In this course, you study ways to manage others and yourself in a changing workforce, by developing a thorough understanding of the basic principles, concepts, and vocabulary of employee supervision. The sessions are interactive and provide you with opportunities to discuss and participate in a variety of approaches to supervision.

BUSI3006 Investments 42.0 Hours

This course provides you with an overview of the Canadian investment industry and the equity and debt products offered, including stocks, bonds, options and futures. You will develop an understanding of how investment vehicles are valued and the resulting returns and risks involved.

COMP1002 Web and Internet Fundamentals 42.0 Hours

This course covers HTML, client-side scripting and design issues for the World Wide Web. Students will learn how to use HTML source tags, build websites, manage a website's directories, and publish a website. The creation of web pages that conform to web standards and that use cascading style sheets for presentation will be emphasized. Students will work in groups to build mock commercial, institutional, government or educational websites. More advanced topics, such as bandwidth, aesthetics, human-interface and future developments will also be covered.

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.

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.

ECON3000 Economic Issues 42.0 Hours

As the economy becomes more complex, citizens and policy makers must be able to apply knowledge and skills to make intelligent decisions. This course extends the policy analysis framework developed in both Microeconomics and Macroeconomics to help students make sense of modern Canadian economic issues.

(P- ECON2000 Macroeconomics or P- ECO9101 Macroeconomics) and (P- ECON1000 Microeconomics or P- ECOF1000 Microéconomie or P- ECO9102 Microeconomics)

ENTR1001 Student Teams for Entrepreneurship Projects 42.0 Hours

This course matches teams of business and entrepreneurship students with local small and medium enterprises (SMEs) to solve existing problems for these organizations. Students gain practical experience by applying their new knowledge, skills, and abilities while providing a significant benefit for a “real” client.

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 or P- ACCT1003 Finance and Accounting

HURM1000 Human Resources Management Foundations 42.0 Hours

This course provides an understanding of the modern Canadian human resources function. It covers the historical development of human resources management, the influence of government, staffing, employee relations, current trends and future issues. It provides a brief introduction to more specialized areas including compensation, training and development, employment law, industrial relations, occupational health and safety, and human resources planning.

LAWS2000 Business Law 42.0 Hours

This course covers the legal framework within which business takes place. The student learns how to avoid legal problems. Major topics include: the Canadian legal system, torts, contract law, the Sale of Goods Act, consumer protection, and employment law.

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.

MGMT1000 Retail Management 42.0 Hours

This course will enable students to develop decision making skills related to retailing. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.

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

MGMT2000 Production and Operations Management 42.0 Hours

This course introduces students to concepts underlying effective operation and control of manufacturing and service businesses. Approaches to production control, inventory policy, facilities planning, methods improvement and technological assessment are studied.

MGMT2001 Principles of Management 42.0 Hours

This course provides you with an introduction to the various philosophies, roles and functions of management. In addition it will cover on going changes in business that have a direct effect on the role of management.

MGMT3001 Managerial Decision Making 42.0 Hours

This course is designed as a business decision simulation which offers students the opportunity to apply the 'tools' they have acquired in previous courses (i.e accounting, finance, marketing, human resource management) to solving real business problems in a competitive environment. Students must perform in an actual organizational environment and as such will better understand the interrelationships of the various functional areas. It is strongly recommended that students have taken a Business Finance and/or advanced accounting 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.

MKTG1005 Business to Business Marketing 42.0 Hours

This course introduces the student to the dynamic and vital area of business to business marketing - marketing that happens between organizations. Students are exposed to various marketing elements that are relevant to business to business marketing. A basic familiarity with economic analysis is useful in this course.

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

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.

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

MKTG2004 Introduction to Logistics 42.0 Hours

This course is designed to introduce the students to the main components of a logistics system, such as customer service, demand forecasting, inventory control, warehousing and storage, traffic and transportation, plant and warehouse site selection, order processing and materials handling. It will also emphasize the relationships among these various elements and how effective management of them leads to a higher economic standard of living.

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

MKTG2007 Marketing of Services 42.0 Hours

The service sector today occupies a pre-eminent position in the economies of many countries. This course introduces the student to a framework for understanding the key issues of services marketing, and emphasizes how the intangibility and inseparability of the services being offered require different approaches in how they are marketed compared to the approaches for marketing consumer goods.

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

MKTG2008 Database and Direct Marketing 42.0 Hours

Direct marketing involves the strategic planning and execution of activities designed to motivate targeted customers to place orders through the mail, via the telephone, or some other non-store channel. A key component of direct marketing is the development (or acquisition) and manipulation of a computer-generated database of potential/prospective customers. Students examine all of the key components and strategies required to develop a successful direct marketing campaign, and apply these concepts to a project or case study.

P- MKTG1004 Marketing Foundations or P- MKTG1000 Introduction to Marketing or P- MAR9103 Marketing Foundations 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- MKTG2000 Writing the Marketing Plan

MKTG2023 Supply Chain Management 42.0 Hours

This course expands on the components of logistics systems and further develops the importance of the supply chain in a firm's success. You will be introduced to forecasting and demand management, procurement and purchasing, benchmarking supply chain performance and the role of information technology in making supply chain decisions.

P- MKTG2004 Introduction to Logistics

MKTG2024 International Logistics 42.0 Hours

This course explores the international standards that must be met to allow the movement of goods between countries, as well as the design and implementation of effective logistics strategies in global markets. You will cover the effects of government trade policies, the role of international trade specialists, the impact of changes in the political/legal environments and guidelines for developing a global logistics strategy.

P- MKTG2004 Introduction to Logistics

MKTG2032 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. Integration of social media into the company's marketing communications plan is a major focus of the course.

P- MKTG1000 Introduction to Marketing

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 approaches 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.

REAS2002 Foundations in Canadian Business Research 42.0 Hours

Business research skills are integral to the business decision-making process in small, medium and large business enterprises. This course examines the business research skills required to efficiently and effectively locate and evaluate secondary information. Various databases are utilized to integrate research and decision-making skills, ensuring students have practical experience with the complete research process: from identifying an information need to developing a research plan to effectively presenting the results to a business audience.

STAT2000 Statistics 1 42.0 Hours

This course is designed to develop students' skills in organizing and summarizing information. It also provides an introduction to the techniques of inferential statistics (that is, drawing conclusions about populations on the basis of sample data). Students are expected to have and further develop their skills with spreadsheet software.

STAT2001 Statistics 2 42.0 Hours

This course builds on the topics covered in Statistics 1, extending hypothesis testing and other inferential techniques to a range of new problems. Applications of statistical

techniques to quality and productivity management are covered. Students gain further experience with the use of computer-based statistical analysis tools.

P- STAT2000 Statistics 1 or P- BUS2238 Stats 1

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.