



## Strategic Marketing Management - MKTG 385

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE:	Pre 1998
OUTLINE EFFECTIVE DATE:	September 2023
COURSE OUTLINE REVIEW DATE:	March 2028

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#### GENERAL COURSE DESCRIPTION:

This course helps students gain an advanced view of strategic marketing, planning and management. This course is intended to expand the students' understanding of how to identify marketing alternatives and make sound marketing decisions through an interactive simulation.

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**Program Information:** This course is a required course for the Business Management Diploma - Marketing Major. It can also be used as an elective for other Business Management programs.

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**Delivery:** This course is delivered as an online course.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

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Signature**APPROVAL SIGNATURES:**

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Department Head Signature\_\_\_\_\_  
Dean Signature

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Valid from: September 2023 – March 2028

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Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** A minimum grade of C- (55%) in either ENGL 100 or COMC 101; and  
A minimum grade of C- (55%) in MKTG 281

**Corequisites:** None

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

☒ Yes ☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, or Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** BUAD 215 ⇨⇨ MKTG 385

**Date changed:** June 2010

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Grayson R., et al, *Applied Marketing*, 2<sup>nd</sup> Cdn Edition, Wiley, 2023

Open Resource Textbook

*Grayson, R: Foundations in Digital Marketing, BCcampus, 2023*

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

### Knowledge

- identify components of marketing strategies;
- identify marketing strategies that affect one or more of the 4 'P's of marketing;
- identify key sustainability issues relevant to marketing;

### Comprehension

- describe methods for assessing market potential;
- describe the role of sustainability as competitive advantage for marketing success;
- describe how to segment markets;
- discuss the strategic advantages of internet marketing;
- describe strategies for improving customer relationships;
- discuss the advantages of and strategies for 'Green' or 'Social' marketing;

### Application

- apply marketing analysis tools, SWOT, and competitor analysis to marketing situations;
- incorporate triple bottom-line planning in marketing strategy formulation;

### Analysis

- through the use of cases, implement marketing decisions affecting one or more of the 4 P's;

### Synthesis

- assess the effectiveness of marketing strategies and understand the common problems of strategic marketing;
- create sustainable marketing plans for sample businesses;

### Evaluation

- conduct an audit of the marketing mix of sample businesses from a sustainability perspective;

### Teamwork and Communication

- communicate effectively in business language in formal and informal situations; and
  - work with team members on projects, discussions and in-class debates.
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## COURSE TOPICS:

- Strategic Marketing Planning and Marketing Orientation
- Defining and Assessing Markets
- Situational Analysis and Strategic Approaches
- Competitive Advantage and Competitive Strategies
- Market Segmentation and Target Marketing
- Strategic Positioning – Green Marketing
- Strategic Relationships and Customer Relationship Management
- Product Strategy
- Brand Strategy
- Pricing Strategy
- Distribution and Supply Chain Management
- Integrated marketing Communications
- Internet Marketing
- Defensive and Offensive Marketing Strategies
- Marketing Implementation and Control

*See instructor syllabus for the detailed outline of weekly readings, activities and assignments.*

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## EVALUATION AND ASSESSMENT (Online):

Assignments	% Of Total Grade
Assignments (individual and team)	55%
Online Participation	10%
Final Exam	<u>35%</u>
Total	100%

Students are expected to participate in online discussions and complete online assignments.

*Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.*

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## EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of “0” for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.