

MARKETING 12

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SCHEDULE: Tuesday 10:00am-2:00pm; 5:00pm-9:00pm
Thursday 10:00am-2:00pm; 5:00pm-9:00pm
LEARNING CENTRE HOURS: Monday-Thursday 10:00am-2:00pm
Monday-Thursday 5:00pm-9:00pm
The Learning Centre is closed all statutory and school holidays.

INTRODUCTION

Marketing 12 provides an overview of contemporary marketing. This course analyses how businesses conduct global marketing, examines practical and ethical issues in marketing, and explores how businesses make decisions about product, place, price, and promotion in both the national and international marketplace.

PRESCRIBED LEARNING OUTCOMES

Global Marketing:

- *assess the impact of international trade on various businesses in British Columbia*
- *evaluate methods businesses use to inform potential world markets of their products, services, and ideas*
- *describe how governments assist and regulate businesses involved in international marketing*
- *analyse how various cultures affect the way businesses market their products internationally and nationally*
- *distinguish among methods used by primary and secondary industries to market their products or services nationally and internationally*
- *justify methods used to distribute goods internationally*

Marketing Research:

- *describe the use of marketing research in determining product, place, price, and promotion in business marketing operations*
- *use appropriate technology to conduct, analyse, and report on marketing research*
- *explain the role of ethics and the law in the conducting of market research and in the use of marketing research data*
- *compare how various governments view intellectual property and the implications for marketing*
- *analyse the influence of cultural, social, and demographic bias on how organizations collect and interpret marketing-research data*

Marketing Strategies:

- *describe how organizations make decisions about product, place, and promotion*
- *compare strategies used to market products and services in various domestic and international market sectors*
- *demonstrate sales practices used in business-to-business marketing*
- *use the results of marketing research to develop an international marketing strategy*
- *design marketing strategies to meet buyer demands in the international marketplace*

LEARNING RESOURCES

text: Canadian Marketing in Action-7th edition (Tuckwell)

The textbook is an easy-to-read book with lots of familiar marketing examples. You will probably recognize many of the marketing campaigns included. In addition, chapter summaries and answers to the chapter review questions will be provided. There is also an accompanying

website which you may find useful: www.pearsoned.ca/tuckwell. This website is designed to help students study the text material. There are sample questions as well as flashcards for glossary terms. When you enter the site, click on the image of your text and then click on the desired chapter at the top of the page.

MARKETING 12 at Coquitlam Learning Opportunity Centre

Marketing 12 at Coquitlam Learning Opportunity Centre is a self-paced, self-directed course. You will be expected to work independently and to manage your time productively. If needed, help is available from an instructor at the Learning Centre.

For each assigned chapter, you are responsible for key terms and the chapter review questions. Studying these will help you prepare for your unit tests. Key terms are bolded throughout each chapter, and a list is provided at the end of the chapter. If explanations are not clear, there is a glossary at the end of the text which provides definitions for most terms. Reading the entire chapter before working on key terms and chapter review questions is recommended.

UNITS OF STUDY

- Chapter 1: Contemporary marketing
- Chapter 2: The external marketing environment
- Chapter 3: Marketing research
- Chapter 4: Consumer buying behaviour
- Chapter 5: Business-to-business marketing and organizational buying behaviour
- Chapter 6: Marketing segmentation and target marketing
- Chapter 7: Strategic marketing planning
- Chapter 8: Product strategy
- Chapter 9: Product management
- Chapter 10: Price strategy and determination
- Chapter 11: Price management
- Chapter 12: Distribution channels and physical distribution
- Chapter 13: Wholesaling and retailing
- Chapter 14: Advertising and public relations
- Chapter 15: Direct response and interactive communications
- Chapter 16: Sales promotion, personal selling, event marketing and sponsorships
- Chapter 17: Internet marketing
- Chapter 18: Services and not-for-profit marketing
- Chapter 19: Global marketing

EVALUATION

Evaluations in Marketing 12 include 19 short chapter tests and a final exam. Each chapter test includes 5 key terms, 5 multiple-choice questions and 5 true/false questions. ONE REWRITE is available for each chapter test. The final exam is all multiple-choice questions. A final exam review sheet of important key terms and concepts will be provided to help you focus your studying. There is NO REWRITE for the final exam. The tests will be weighted as follows:

Chapter 1 test	5%
Chapters 2-19(4% each)	72%
Final Exam	<u>23%</u>
	100%

