

MK302
Strategic Marketing

3 Credits

Instructor: Cole Ambrock

Phone: 780 853 8644

Original Developer: Kelsey Dodsworth

Current Developer: Cole Ambrock

Reviewer: Tracy Quinton

Created: 20/03/2012

Revised: 13/05/2019

Approval: 06/06/2019

The Implementation Date for this Outline is 01/09/2019

Copyright©LAKELAND COLLEGE. Email: admissions@lakelandcollege.ca
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400
Toll-free in Canada: 1 800 661 6490



MK302 Version: 3



Strategic Marketing

Calendar Description

This course is designed to develop knowledge and understanding of marketing techniques. It includes analysis of marketing operations, product assortment, price structure, channel of distribution, and promotion of goods and services.

Rationale

This is a required course for the marketing communications stream of the Agribusiness Diploma program. Marketing is about understanding the needs of the customer, engaging in a conversation with that customer and guiding the delivery of what is required to satisfy those needs. Students in the course discover the introduction of marketing principles and apply them to real life products/case studies to further expand their learning outcomes. To bring the course to life students apply concepts/theory from the textbook and/or class discussion to a new product marketing plan launch.

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

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

1. discuss the external environment of marketing, and explain how it affects a business.
2. identify the factors that affect consumer buying decisions.
3. describe marketing uses of branding, packaging & labeling.
4. discuss the impact of retail marketing and shopper experiences.
5. design a marketing plan for a new product or service.

Resource Materials

Require Text(s):

Lamb, C. W., Hair, J. F., McDaniel, C., Kapoor, H., Appleby, R., & Shearer, J. (2018).

Marketing (4th Canadian ed.). Toronto, ON: Nelson.

Textbook ISBN-13: 978-0-17-672368-2. Textbook ISBN-10: 0-17-672368-4.

Conduct of Course

MK 302 is designed to empower students to draw their own strategic conclusions to marketing scenarios based on information learned in class. The learned material is presented through a combination of lecture and interactive activities. Active participation in the class is necessary for student success.

Evaluation Procedures

Quiz's & Exams	40%
Projects & Assignments	60%
	100%

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Attendance

Classroom and laboratory attendance is considered vital to the learning process and as significant to the students' evaluation as examinations and reports.

- a. Students having a combination of excused and/or unexcused absence of 20 percent or higher for the scheduled course hours will be required to withdraw and will automatically receive a "RW" (required withdrawal) for the course, regardless of any other evaluation results. (RW is a failing grade.)
- b. An excused absence is one that is verified with your Instructor. Verification should be prior to the absence or the next class day following the absence. Verification of the

absence may take the form of a note from your doctor/College nurse regarding illness, or a note from another Instructor regarding a field trip or other activity, or authorization by your Instructor. An unexcused absence is anything NOT verified by the instructor prior to the absence or the next class day following the absence.

NOTE: Any exceptions to the above attendance policy (e.g. timetable conflicts, work-related issues) must be approved in writing by the Department Chair prior to the beginning of the course.

It is the students' responsibility to know their own absentee record.

Normal hours are 8:30 a.m. to 6:30 p.m., with potential for evening courses, exams or extended field trips. Students are expected to be available for classes during these times.

Course Units/Topics

Part 1 - Marketing let's get started
1. An overview of Marketing
2. The Marketing Environment, Social Responsibility & Ethics
3. Strategic Planning for Competitive Advantage
Part 2 - Analyzing Marketing Opportunities
4. Decision Support Systems & Marketing Research
5. Consumer Decision Making
6. Business Marketing
7. Segmenting, Targeting, & Positioning
8. Customer Relationship Management
Part 3 - Product Decisions
9. Product Concepts
10. Developing & Managing Products
11. Service & Nonprofit Organization Marketing
Part 4- Distribution Decisions
12. Marketing Channels & Supply Chain Management
13. Retailing



Copyright©LAKELAND COLLEGE.
 2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700
 5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400
 Toll-free in Canada: 1 800 661 6490 Email: admissions@lakelandcollege.ca