



MKTG-385 – Strategic Marketing Management

Business

Effective Term & Year: Fall 2023

Course Outline Review Date: 2028-03-01

Program Area: Business Management

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.

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.

Delivery Methods: Online

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	

Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in each of the following:
 - **MKTG281** – Principles of Marketing (3)
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - **ENGL100** – English Composition (3)
 - **COMC101** – Technical and Professional Writing (3)

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook 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*, 2nd 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.

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.

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.

Evaluation and Assessments

Assessment Type: Online

Assessment Type	% of Total Grade
Assignments (individual and team)	55%
Online Participation	10%
Final Exam	35%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

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

Evaluation Notes: 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.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 215 >> MKTG 385

Date changed: June 2010

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.