Douglas College

EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A.	Division:	**Education**	Effective Date:		**May, 2008**	
B.	Department / Program Area:	**Commerce & Business Admin. Marketing Management**	Revision	**X**	New Course	
			If Revision, Section(s) Revised:		**D, N, P, Q**	
			Date of Previous Revision:		**September 2004**	
			Date of Current Revision:		**November 2007**	

C:	**D:**	**E:**
MARK 4440	**Marketing Strategy**	**3**
Subject & Course No.	Descriptive Title	Semester Credits

F: Calendar Description:

This course is an advanced study of the marketing function. Using analytical techniques, emphasis is placed on analysis and solution of business problems. Special attention is given to planning and positioning strategies.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

Number of Contact Hours: (per week / semester for each descriptor)

Lecture: **2 Hours**
Seminar: **2 Hours**
Total: **4 Hours**

Number of Weeks per Semester:

15 Weeks X 4 Hours per Week = 60 Hours

H: Course Prerequisites:

MARK 1120 and (BUSN 1330 or FINC 1231) and CISY 1110 and (CMNS 1115 or any English UT course)

I: Course Corequisites:

Nil

J: Course for which this Course is a Prerequisite

MARK 4483

K: Maximum Class Size:

30

L: PLEASE INDICATE:

	Non-Credit
	College Credit Non-Transfer
X	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. integrate all phases of marketing into a strategic planning focus;
2. demonstrate a problem-solving approach to marketing problems;
3. apply oral and written skills in project presentations.

N: Course Content:

1. Gathering market intelligence.
2. Explaining the theory and practise of marketing strategy
3. Analyzing customers, competition, and channels.
4. Developing positioning strategies.
5. Planning the marketing program.
6. Managing the marketing mix.

O: Methods of Instruction

Lectures will be used to introduce specific areas of study and to provide background information. Case studies will constitute the framework and focus of much of the course. Guest lecturers will complement the class sessions where possible.

P: Textbooks and Materials to be Purchased by Students

Mullins, Walker, Boyd & Larreche; Marketing Management, Latest Ed. New York NY, McGrawHill Irwin 2006 or equivalent

Q: Means of Assessment

Term tests	30%
Midterm Examination	30%
Cases, projects	30%
Participation	10%
	100%

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): **C. Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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