

# Simply a Better Way to Learn!



B U S I N E S S   S K I L L S

## Marketing & Sales

### Course Introduction

The Marketing & Sales course introduces students to the theory and application of modern Canadian marketing concepts, principles, and techniques, and examines the importance of marketing in society as well as within a company. With the objective of learning how to develop a comprehensive marketing strategy and creating loyal customers, the major components of the marketing mix are studied. The role of marketing is explored at the local, national, and international level. Both the final consumer and the business customer are considered.

This course explores concepts relating to Consumer Behavior, Marketing Segmentation and Targets, Positioning, Branding and Brand Management, Advertising and Promotion, Packaging, Pricing, and other components of the marketing mix.

Learning objectives for each lesson are accomplished through a combination of theory and conceptual application within exercises. Students are given ample opportunity to practice, apply, and develop their marketing and sales skills through review questions and practical exercises. Multimedia content is incorporated in this course to introduce, discuss, and enhance the learning experience.

### Course Prerequisite(s)

Business Essentials, Microsoft Word Level 1, and Introduction to the Internet.

### Course Aim

To provide a broad and basic grasp of Canadian marketing concepts, principles, and techniques in relation to businesses of all sizes.

### Of Interest to

Those interested in improving their understanding of the dynamic nature of marketing and sales, advertising, and promotion.

### Course Breakdown

#### Lesson 1:

Marketing versus Sales; The Scope of Marketing; Key Components of the Marketing Process; The Marketing Mix; The Role of Marketing and Sales Managers; Target Marketing and Market Segmentation; Understanding Consumer Needs, Desires, and Behavior; Market Research; Global Strategies; Marketing for Products and Services

#### Lesson 2:

The Strategic Marketing Process; Marketing to Selected Target Audiences; Marketing Positioning Strategies; The Marketing Strategy and Marketing Plan

#### Lesson 3:

Understanding the Marketing Environment; Socio-Cultural and Demographic Factors; Technological Factors; Economic Factors; Political, Legal, and Regulatory Factors; Resources for Gathering Information

#### Lesson 4:

Consumer Beliefs and Behavior; Identifying Markets; Market Segmentation

#### Lesson 5:

Product Strategy; Consumer Product Assessment Criteria; The New Product Development Process; Managing the Product Life Cycle; Why Products Succeed or Fail

#### Lesson 6:

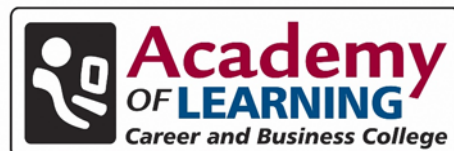
Pricing Strategy; Pricing Methods and Discounts

#### Lesson 7:

Distribution Strategy; Methods of Distribution; Reviewing Your Distribution Strategy

#### Lesson 8:

Promotion Strategy; Advertising; Public Relations (PR) and Publicity



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### Lesson 9:

Internet Terms and Concepts; Methods of Internet Marketing; Convergence

### Lab Exercise

### Course Notes

Course manual provided for on-going reference.

There is a final exam upon completion of the course. Participants who receive 75% or higher on their exam will receive a certificate.

