

SCP720 - Marketing for Supply Chain Management

Faculty of Continuing Education, Fall - 2020

Subject Title

Marketing for Supply Chain Management

Subject Description

Throughout this course, students will learn the basics of marketing beginning with an examination of what constitutes marketing and how new marketing opportunities are identified. Students investigate key concepts related to supply chain management including the importance of the cross-functional relationship between marketing and supply chain to meet customer needs. Students learn how to segment markets, develop positioning strategies, and prepare basic marketing plans involving product or service issues, pricing, distribution and communications strategies. Environmental analysis is stressed throughout the course, as is the role of technology and strategic planning as they relate to supply chain management.

Credit Status

One Credit.

Learning Outcomes

Upon successful completion of this subject the student will be able to:

1. Define and explain the marketing process for supply chain management.
2. Evaluate the market (or marketplace) for supply chain.
3. Conclude consumer behaviour and trends in supply chain from data analysis and research study.
4. Develop strategic marketing plans that support supply chain initiatives.
5. Develop a marketing strategy that compliments a marketing plan.
6. Assess marketing channels of distribution in supply chain management.
7. Outline Integrated Marketing Communications (IMC) for supply chain management.

Essential Employability Skills

- Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.
 - Respond to written, spoken, or visual messages in a manner that ensures effective communication.
 - Apply a systematic approach to solve problems.
 - Use a variety of thinking skills to anticipate and solve problems.
 - Locate, select, organize, and document information using appropriate technology and information systems.
 - Analyze, evaluate, and apply relevant information from a variety of sources.
 - Show respect for diverse opinions, values, belief systems, and contributions of others.
 - Interact with others in groups or teams in ways that contribute to effective working relationships and the

achievement of goals.

- Manage the use of time and other resources to complete projects.
- Take responsibility for one's own actions, decisions, and consequences.

Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

Discrimination/Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at student.conduct@senecacollege.ca.

Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

Topic Outline

- Defining Marketing and the Marketing Process
- Understanding the Marketplace and Customers
- Analyzing the Marketing Environment
- Marketing Research and Consumer Insights
- Understanding Consumer Behaviour
- Components of an Effective Marketing Plan
- Components of an Effective Marketing Strategy
- Marketing Segmentation, Targeting and Positioning
- Marketing Channels
- Marketing Distribution Channels
- Integrated Marketing Communications

Mode of Instruction

Online

Prescribed Texts

Required:

Title: Marketing: An Introduction

Author: Armstrong, Gary, Kotler, T. Philip, Trifts, Valerie, & Lilly Anne

Edition: Sixth Canadian Edition.

Publisher: Pearson: 2017.

ISBN: 9780134470528

eText ISBN: 9780134402970

VitalSource <https://www.vitalsource.com/en-ca/products/marketing-gary-armstrong-philip-t-v9780134402970>

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

Student Progression and Promotion Policy

<http://www.senecacollege.ca/about/policies/student-progression-and-promotion-policy.html>

Grading Policy <http://www.senecacollege.ca/about/policies/grading-policy.html>

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices. (<https://www.senecacollege.ca/registrar.html>).

Modes of Evaluation

Assignments are due on the dates specified. Should extenuating circumstances arise, please contact your instructor prior to the assignment due date so that an appropriate course of action can be established. Late assignments may be subject to a penalty of up to 10% per week and will not generally be accepted beyond two weeks from the due date.

In cases of cheating or plagiarism, the College Academic Policy will prevail. Please ensure that all assignments and reports are properly documented.

Students are referred to the following website for Seneca College Library style guides, Academic Honesty Policy and Copyright guidelines:

<http://senecacollege.ca/library>

Dates for evaluations are specified in the weekly schedule addendum to this outline. The evaluation process may include, but is not limited to, tests, exams, assignments or presentations. Any absences or missed submissions due to medical or other reasons must be supported by medical or other appropriate documentation within one (1) week of the due date. The faculty and program area must be notified immediately in the event of a missed evaluation. Upon acceptance of the documentation, the weighting of the missed deliverable will normally be applied to the final exam.

English Competency

The ability to communicate effectively is essential for success in business. Therefore, you must demonstrate English competency in this subject in both oral and written work. Ensure your written work includes correct sentence structure, spelling and punctuation. Always spell check, edit and proofread your work.

Grading is based on the following marking scheme:

Online Delivery:

Quizzes/Tests	25%
Assignments	25%
Discussions	20%
Final Assignment	30%
Total	100%

Approved by: John Wong1, Danielle Mercier
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