

Fanshawe College

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Documentation (Approvals etc...)

Marketing Management

2006

FANS 01253 Marketing Management - CVS Application

Fanshawe College

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**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPLICATION FOR PROGRAM VALIDATION

This proposal will be sent to MTCU for Approval for Funding

YES

NO

1. College: Fanshawe College
2. College contact person responsible for this proposal: Name: David Belford Title: Chair, Business and Management Division Telephone: 519-452-4290 Electronic mail: dbelford@fanshawec.ca
3. Proposed Program Title: Marketing Management
4. Proposed Credential: (please indicate below) Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Ontario College Diploma <input type="checkbox"/> Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input checked="" type="checkbox"/> XX
5. Proposed Program Outcomes: Please complete and attach the two Program Maps (Appendix A - Form 1 and Form 2)
6. Proposed Program Description: Please complete and attach the Program Description Form (Appendix B)
7. Proposed Program Curriculum: Please complete and attach the Program Curriculum Form (Appendix C)
8. Date of Submission: May 29, 2006
9. Date of CVS Response: May 29, 2006
10. Validation Decision: <input type="checkbox"/> Proposal Validated (APS Number: FANS 01253) <input type="checkbox"/> Proposal not Validated. Reason: _____ _____
Signed on behalf of CVS: <p style="text-align: center;">Tim Klassen</p>

Send the completed form and required appendices to: klassen@collegecvson.ca

For detailed information on how to complete the Application for Program Validation, please refer to the Instructions for Submission document.

For any additional information contact: College Credential Validation Service, 655 Bay Street, Suite 400, Toronto, ON M5G

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APPENDIX A - PROGRAM MAPS

(Vocational Program Outcomes & Essential Employability Skills Outcomes)

Vocational Program Learning Outcomes:

Form 1 (attached) is provided to assist you in mapping your proposed program vocational learning outcomes against existing vocational outcomes found in either Provincial Program Standards or in Provincial Program Descriptions.

Where there is a relevant Provincial Program Standard, the approved Vocational Learning Outcomes must appear in the first column, followed by your proposed program vocational learning outcomes.

Where there are no Provincial Program Standards, the first column will contain program outcomes from the Provincial Program Description. Again, your proposed program vocational learning outcomes will be added in the middle column.

NOTE: Both these types of documents can be obtained from staff at the CVS or at the Colleges Branch, MTCU.

The last column will contain a list of the relevant curriculum proposed in your program to address the outcome in a manner that ensures the graduate will have reliably demonstrated the required skill or ability. Course numbers or course codes, corresponding to those provided in your list of courses (Appendix C), are sufficient in this column.

Essential Employability Skills Outcomes:

A mapping of the Essential Employability Skills (EES) will be done on Form 2 (attached).

The instructions / requirements for this map are the same as for the Vocational Program Map. The first three columns contain the approved skill categories, the defining skills, and the EES learning outcomes. The last column will contain the proposed curriculum (as listed in Appendix C) that will ensure the meeting of these outcomes.

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**APPENDIX A - PROGRAM MAPS
Form 1 - Vocational Program Outcomes**

PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES	PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES	COURSE TITLE / COURSE CODE (From Appendix C)
Develop a promotion mix for marketing a product or service based on an identified target market.	Develop a promotion mix for marketing a product or service based on an identified target market.	MGMT 5002 MGMT5025 COMP5040
Develop pricing strategies which take into account perceived value, competitive pressures, and corporate objectives.	Develop pricing strategies which take into account perceived value, competitive pressures, and corporate objectives.	MGMT 5016 MGMT 5024 MKTG 5001
Develop strategies for the efficient distribution of products and services.	Develop strategies for the efficient distribution of products and services.	MGMT 5024 MGMT5017 COMP5040
Determine strategies for developing new products and services that are consistent with evolving market needs.	Determine strategies for developing new products and services that are consistent with evolving market needs.	MGMT5016 MGMT5024 MGMT5005 MKTG5001 MGMT5025
Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.	Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.	MGMT 5024 MGMT5025
Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation	Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation	MGMT 5016 MGMT5024 MGMT5005

criteria.	criteria.	MKTG 5001
Communicate marketing information persuasively and accurately in oral, written, and graphic formats.	Communicate marketing information persuasively and accurately in oral, written, and graphic formats.	MGMT 5025 MGMT 5002 MGMT 5005 MKTG 5002 COMP 5039 MGMT 5007 MGMT5008
Prepare and deliver a sales presentation.	Prepare and deliver a sales presentation.	MGMT5008
Evaluate the viability of marketing a product or service in an international market or markets.	Evaluate the viability of marketing a product or service in an international market or markets.	MGMT5005
Conduct primary market research on market conditions in order to determine existing and potential levels of activity for particular products and services.	Conduct primary market research on market conditions in order to determine existing and potential levels of activity for particular products and services.	MGMT5005 MGMT5025
Apply human resource and leadership knowledge and skills to enhance performance with individuals and teams to contribute to the successful marketing function of an enterprise.	Apply human resource and leadership knowledge and skills to enhance performance with individuals and teams to contribute to the successful marketing function of an enterprise.	MGMT5005 MGMT5024 MGMT5007 MGMT6025 MGMT5022 MGMT5017 MGMT5008 MGMT5002
Employ marketing management techniques in the planning, directing, and controlling of an enterprise.	Employ marketing management techniques in the planning, directing, and controlling of an enterprise.	MGMT5016 MGMT5024 MGMT5022 MKTG5001 MGMT5025

Develop personal professional development strategies and plans to enhance leadership, management skills and marketing expertise.	Develop personal professional development strategies and plans to enhance leadership, management skills and marketing expertise	MGMT5007 MGMT5024 MGMT5022 MKTG5001 MGMT5025
Develop strategies to establish working relationships with clients, customers, and consumers which maintain and strengthen their loyalty to his/her organization.	Develop strategies to establish working relationships with clients, customers, and consumers which maintain and strengthen their loyalty to his/her organization.	MGMT5007 MGMT5024 MGMT5022 MKTG5001
Apply the principles of business ethics and corporate responsibility.	Apply the principles of business ethics and corporate social responsibility.	MGMT5016 MGMT5008 MGMT5002 MGMT5025
Prepare the marketing component of a business plan.	Prepare the marketing component of a business plan.	MGMT5024 MGMT5022 MGMT5025

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**APPENDIX A - PROGRAM MAPS
Form 2 - Essential Employability Skills Outcomes**

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
COMMUNICATION	<ul style="list-style-type: none"> • Reading • Writing • Speaking • Listening • Presenting • Visual Literacy 	Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audiences.	MGMT5002 MGMT5005 MKTG5001 MGMT5007 MGMT5008 MGMT5024 MGMT5016 MGMT5022 COMP5040
		Respond to written, spoken, or visual messages in a manner that ensures effective communication.	MGMT5002 MGMT5005 MKTG5001 MGMT5007 MGMT5008 MGMT5024 MGMT5016 MGMT5022 COMP5040

CRITICAL THINKING & PROBLEM SOLVING	<ul style="list-style-type: none"> • Analysing • Synthesizing • Evaluating • Decision-making • Creative and innovative thinking 	<p>Apply a systematic approach to solve problems.</p>	<p>MGMT5002 COMP5040 MGMT5005 MKTG5001 MGMT5007 MGMT5024 COMP5039 MGMT5016 MKTG5002 MGMT5002 MGMT5025 MGMT5017</p>
		<p>Use a variety of thinking skills to anticipate and solve problems.</p>	<p>MGMT5002 COMP5040 MGMT5005 MKTG5001 MGMT5007 MGMT5024 COMP5039 MGMT5016 MKTG5002 MGMT5002 MGMT5025 MGMT5017</p>

INFORMATION MANAGEMENT	<ul style="list-style-type: none"> • Gathering and managing information • Selecting and using appropriate tools and technology for a task or a project • Computer literacy • Internet skills 	Locate, select, organize, and document information using appropriate technology and information systems.	COMP5040 COMP5039 MGMT5007 MKTG5002 MGMT5025
		Analyse, evaluate, and apply relevant information from a variety of sources.	All Courses
INTER-PERSONAL	<ul style="list-style-type: none"> • Team work • Relationship management • Conflict resolution • Leadership • Networking 	Show respect for the diverse opinions, values, belief systems, and contributions of others.	All Courses
		Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	All Courses
PERSONAL	<ul style="list-style-type: none"> • Managing self • Managing change and being flexible and adaptable • Engaging in reflective practices • Demonstrating personal responsibility 	Manage the use of time and other resources to complete projects.	All Courses
		Take responsibility for one's own actions, decisions, and consequences.	All Courses

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APPENDIX B - PROGRAM DESCRIPTION

PROGRAM DESCRIPTION:

Marketing Management, a two semester **laptop enabled** Ontario College Graduate Certificate program, is designed for University graduates or students holding a diploma or degree in Marketing, Business or some related field who wish to broaden their skills base in all functional areas of Marketing. Applicants who do not possess a College diploma or University degree but have acquired substantial relevant employment experience may also be eligible for the program.

The program curriculum is largely centered on the case study method of learning where students are required to assess situations and problems, manage ambiguity, develop and justify strategies, and present solutions to their peers and to live clients from industry. Graduates of the program have superior analytical, decision-making, and communication skills and the ability to succeed in a variety of functional areas including sales, marketing research, advertising and promotion, event planning, direct marketing, e-commerce, database marketing, promotions management, brand management, public relations, and media sales.

Students can expect to find employment in the following roles:

- Marketing Coordinator
- Market Researcher
- Events Coordinator
- Merchandiser
- Communications Coordinator
- Product Manager
- Marketing Department Administrator
- Advertising Coordinator
- Sales
- Promotions Management
- Brand Manager

VOCATIONAL PROGRAM LEARNING OUTCOMES: (vocational program learning outcomes must be consistent with the requirements of the Credentials Framework for the proposed credential)

The graduate has reliably demonstrated the ability to:

1. Develop a promotion mix for marketing a product or service based on a identified target market.
2. Develop pricing strategies which take into account perceived value, competitive pressures and corporate objectives.
3. Develop strategies for the efficient distribution of products and services
4. Determine strategies for developing new products and services that are consistent with evolving market needs.
5. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.
6. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
7. Communicate marketing information persuasively and accurately in oral written and graphic formats.
8. Prepare and deliver a sales presentation.
9. Evaluate the viability of marketing a product or service in an international market or markets
10. Conduct primary market research on market conditions in order to determine existing and potential levels of activity for particular products or services.
11. Apply human resource and leadership knowledge and skills to enhance leadership, management skills, and marketing expertise.
12. Employ marketing management techniques in the planning, directing and controlling of an enterprise.
13. Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise.
14. Develop strategies to establish working relationships with clients, customers and consumers which maintain and strengthen their loyalty to his/her organization.
15. Apply the principles of business ethics and corporate responsibility.
16. Prepare the marketing component of a business plan.

ADMISSION REQUIREMENTS:

- An Ontario Secondary School Diploma or Grade 12 Equivalency, or mature student status PLUS
- College Diploma or University Degree OR
- An acceptable combination of related work experience and post-secondary education (as determined by the College).
- International applicants will require a TOEFL score of 570
- Basic computer literacy such as email, Internet, spreadsheets, PowerPoint and word processing functions.
- A completed declaration of computer literacy is required for all applicants.

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APPENDIX C - PROGRAM CURRICULUM

Semester	Course Code*	Course Title (and brief course description)
1	MGMT 5002	Integrated Marketing Communications 1 This course will review the IMC tools (advertising, sales promotion, public relations, personal selling, event marketing, sponsorship and direct response communications) and introduce the concept of a well planned, strategic combination of these tools to achieve strategic marketing communications success in the market place.
1	COMP5040	E-Commerce and Web Design More and more organizations today are redistributing marketing dollars to include search engine advertising. In this course, students will create a SEM strategy using simulated models on their laptops. Students will dissect e-commerce web sites to understand the elements of construction and design. Basic web page design techniques will be taught. Students will build, design, and navigate websites.
1	MGMT 5008	Advanced Selling Techniques This course reviews the role of personal selling in business and covers: preparing for the sales interview, sales follow-up, establishing a customer relationship and time management. A major sales presentation is developed and delivered by each student.
1	MGMT 5005	Global Marketing This course introduces core concepts in global marketing including: regional and international market characteristics and protocols, segmentation, targeting and market entry strategies, sourcing and exporting, international market research and distribution and logistics in the global market place.
1	MKTG 5001	Business to Business Marketing This course illustrates and applies strategies and principles of marketing to business customers rather than end consumers. Differences between business to business marketing and consumer marketing and the implications of these differences to marketing success are explored.

1	MGMT 5007	<p>Primary Market Research</p> <p>This course leads students through the steps of primary market research problem formulation, research design, data collection, data analysis and the reporting of research results. Students complete a primary market research project and report for a community based client.</p>
2	MGMT 5024	<p>Integrated Marketing Communications 2</p> <p>Building on the material presented in MGMT5002, this course enables the student to research and implement IMC strategies through a comprehensive series of community based case studies, working with live clients and presenting integrated marketing strategies to interested stakeholders.</p>
2	COMP5039	<p>Advanced Web Design</p> <p>The student builds on the material presented in COMP5040 and complete website construction from concept to implementation. Students plan, design, develop and maintain a website using advanced tools and facilities of web-based retail and publishing. Using Macromedia Dreamweaver as the primary development tool, students will work with advanced site construction, web site management, and graphic optimization.</p>
2	MGMT 5016	<p>Consumer Behaviour</p> <p>This course facilitates students understanding and application of two core consumer behaviour perspectives – how consumers are influenced through marketing and what it means to be a consumer in a market oriented society.</p>
2	MKTG 5002	<p>Direct Marketing</p> <p>This course reviews and applies strategies and tools for direct marketing in consumer and business to business situations. Successful strategies for development and implementation of direct mail, telemarketing, email marketing, publication direct marketing as well as direct response TV and Radio are covered. Hands on experience with database concepts are introduced through a database simulation.</p>
2	MGMT 5022	<p>Not for Profit Marketing</p> <p>This course emphasizes the relationship between non-profit marketing and organizational strategy and positioning. Topics include positioning, client and constituent groups, fundraising as it relates to marketing, volunteer management. Students prepare a marketing plan for a community based non-profit client.</p>

2	MGMT 5017	<p>Operations Management</p> <p>Students are introduced to concepts of logistics and operational structure and strategy as a foundation to implementation of marketing strategy. The relationship of operations strategy and customer satisfaction is explored as well as productivity, profitability and relationships with suppliers, customers, employees, and members of the supply chain.</p>
2	MGMT 5025	<p>Entrepreneurship</p> <p>This course focuses on venture initiation and preparation of saleable and viable business proposals. Market potential, product development, seed and growth capital acquisition, organizational structure and entrepreneurial approaches to business management are covered. Each student prepares a business plan.</p>
1 or 2		<p>Consulting Practice Option</p> <p>In addition to the above curriculum, a consulting practice option will be offered to selected students through advance application. In this optional program, students can substitute up to two courses in one semester in lieu of participating in a live consulting project with a business or non-profit organization in the community. The substitute courses would be determined by the nature of the community project (s) which are selected for the semester in order to ensure that all learning outcomes are delivered. The consulting project is optional due to class size restrictions for a 3 month live project and the hands-on nature of the consulting option. With the consulting project optional program the learning outcomes will remain the same as outlined for the balance of the program however, they will be enhanced by hands-on experience in the business environment.</p>