



1.0 Course Faculty Information

Name: Dr. Adenike Moradeyo
Senior Faculty,
Department of Business Administration.
NSRIC Inc., London, Ontario.
Canada.

2.0 Course Information

Course Code and Title	ADVANCED MARKETING MANAGEMENT FOR RETAIL AND SERVICE BUSINESSES
Class Days	Self-study
Class Time	9:00 am – 11:30 am EST (Self-study)
Contact Hours	30Hrs.
Class Location	NSRIC online platform
Prerequisites and/or co-requisites	NA
Level /A, E, H, I, K12, M, P, S, T, U, V, W	Advanced courses / A

Note: The below classification of courses is related any areas of knowledge:

A: Advanced level academic level courses; **E:** Executive courses; **H:** Higher-level courses (i.e., graduate courses); **I:** Intermediate courses (i.e., university preparatory courses – Grade XII+); **K12:** Foundational, and lower-level courses; **M:** Mid-level courses (i.e., undergraduate courses); **P:** Professional courses; **S:** Short/seminar courses; **T:** Training courses; **U:** Tutorial Courses; **V:** Vocational training courses; and **W:** Workshop courses.

COM – Commerce and Management

BUA – Business Administration

3.0 Professor Information

Name	Dr. Adenike Moradeyo
Title	Senior Faculty
Contact Information	adenikem@nsric.ca

Our Specializations:

1. **ADK:** to create different avenues and opportunities for the **Acquisition and Dissemination of Knowledge**.
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Office Location	NSRIC online platform
Office Hours	09:30 am – 10:30 am EST (Friday) by email appointment only

4.0 Course Description

The objective of this subprogram is to prepare the students who are interested to immigrate to Canada under the Canadian Express Entry Visa to become the Permanent Resident (PR) in Canada. NSRIC and its subsidiary, NSRIC International School in Toronto (NIST) offer this subprogram to facilitate PR opportunity in Canada who wanted to develop and enhance their skills in the occupation of related to marketing management. This course is highly recommended for retail and wholesale trade managers. Retail and wholesale trade managers are largely responsible for maintaining client relationships. The concepts and practices of modern business marketing will be introduced in depth in this course. The course begins with an overview of what marketing is and why it is vital, then moves on to the principles of each of the many marketing activities. The importance of customer focus, market analysis, and opportunity identification are dissected. Next, the impact of market data on consumer behavior is evaluated. The training also discusses the necessity of integrating product and service decisions with pricing, distribution, and advertising. This marketing course is designed and tailored to introduce students to the skills and knowledge required for the marketing department of firms in Canada. This course focuses on marketing activities in general and the retail and service industries in particular. You will analyze trends and global effects on marketing decisions and get an understanding of the significance of customer service in building a client base and retaining customer loyalty. Through lectures, case studies, and virtual interactive exercises, students will acquire the skills and knowledge that will prepare them for a range of marketing-related professions in the industry. In addition, students will comprehend the ethical and legal aspects involved in marketing management in Canada. This program is appropriate for students who are interested in pursuing a career in marketing in Canada or who wish to obtain a deeper understanding of the importance of marketing in any firm throughout the globe.

5.0 Course Captions/Keywords

Marketing, market research, market trends, marketing strategies, marketing promotions, retail and service businesses, pricing, marketing mix

6.0 Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- CLO1: Determine how to characterize the products that retail and service businesses offer.
- CLO2: Examine the significance of different pricing policies to various retail outlets.
- CLO3: Describe the effectiveness of several promotional strategies

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CLO4: Name the four components of the marketing mix and explain how they affect marketing initiatives.

CLO5: Understand the significance of consumer groups in different retail and service businesses

CLO6: Identify the factors affecting consumer purchase in the retail and service businesses.

CLO7: Understand market research tools and consumer product preferences

CLO8: Understand how information technology influence the response to customers' needs.

CLO9: Understand the link between store layouts and customer purchase

7.0 Course Materials

Online course materials

- Online PowerPoint presentation slides in pdf form
- Audio/visual recording of lectures (Optional)
- Online tutoring session(s) and meeting(s) with students upon request and needs
- Assignments and quizzes in the MLS system
- Reading materials if any in pdf form

Textbook and resources (If any)

8.0 Target Audiences

- Those interested in Retail and Wholesale Trade Manager occupation (NOC 60020)
- University undergraduate and graduate level students
- Any students who are interested in business marketing with focus on retail and services
- Entrepreneurs

9.0 Requirements/Instructions

NA

10.0 Course Topics

- The Overview of Marketing Fundamentals
- Making Products and Services
- Marketing Mix and the Focus on Pricing
- Delivering Goods and Services Correctly
- Advertising Methods and Sales Promotion
- Types of Consumers
- Consumer Behavior

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- Marketing Research
- The Competitive Market
- The Selling Process
- Making Technology Work
- Kind of Businesses
- Social Responsibility, Ethics, Issues, Indigenous People and the Environment
- Inventory Management
- Sales in Canada and the International Market

11.0 Course Contents and Schedule

Subprogram Courses for Retail and wholesale trade managers (NOC 60020)			
Level	S/N	Program Courses Title	Hrs.
MARKETING FUNDAMENTALS			
Foundational	1.	The Overview of Marketing Fundamentals	2
	2.	Making Products and Services	2
	3.	Marketing Mix and the Focus on Pricing	2
	4.	Delivering Goods and Services Correctly	2
	5.	Advertising Methods and Sales Promotion	2
Total Hours=			10
UNDERSTANDING CONSUMERS AND MARKETS			
Intermediate	1.	Types of Consumers	2
	2.	Consumer Behavior	2
	3.	Marketing Research	2
	4.	The Competitive Market	2
	5.	The Selling Process	2
Total Hours =			10
MARKETING EMERGING TRENDS AND ISSUES			
Advanced	1	Making Technology Work	2
	2	Kind of Businesses	2
	3	Social Responsibility, Ethics, Issues, Indigenous People and the Environment	2
	4	Inventory Management	2
	5	Sales in Canada and the International Market	2

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	Total Hours =	10
OVERALL TOTAL HOURS = 30		

12.0 Academic Integrity

Students are encouraged to have a look at the NSRIC’s statement of academic integrity at NSRIC website. It is noted that by signing this syllabus, you will acknowledge that you have understood that any detected plagiarism should be reported.

13. Assessment for Grade

This course contains assignment and quizzes for assessment. Student will receive a “Certificate of completion” after successful completion of the course.

Important Note:

- i) The below classified courses (i.e., academic courses) will only be evaluated based on the grade system shown in Table 2. A grade and certificate will be issued for the student(s) and participant(s).
A: Advanced level academic level courses; **H:** Higher-level courses (i.e., graduate courses); **I:** Intermediate courses (i.e., university preparatory courses – Grade XII+); **K12:** Foundational, and lower-level courses; **M:** Mid-level courses (i.e., undergraduate courses).
- ii) The below classified courses will **not** be evaluated based on the grade system shown in Table 2. A certificate will be issued for the student(s) and participant(s).
E: Executive courses; **P:** Professional courses; **S:** Short/seminar courses; **T:** Training courses; **U:** Tutorial Courses; **V:** Vocational training courses; and **W:** Workshop courses.

Participation/Engagement/Performance

Your participation in every aspect of the course is important for the learning process. Your engagement in every discussion in the course, due delivery of all assignments, quizzes, and research projects will be fruitful. These efforts from your side will reflect your performance in the course delivery and your commitments. This performance is the reflection of your dream grade!!

Assignments

You will be given **four assignments** during the course delivery. The due dates for assignments are specified in the course content and schedule section. The assignments will be given time

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to time to solve/answer during the term. Assignments will be posted through NSRIC online platform at least one week before they are due. Due dates are given in course schedule (tentative schedule). However, in case of any special circumstance, the date will be posted beforehand or announced in class.

Quizzes

A Maximum of four quizzes (maximum of **ten MCQ @ 10** minute) will be taken based on class lectures and performance. The quiz will be taken in the beginning of the lecture through NSRIC online platform. If you miss the quiz without any valid official excuse, you will receive for the non-attended quiz. If any student fails to attend the quiz, he/she must submit a valid reason to the instructor. In such case, he/she should appear another quiz or may be averaged on the quizzes that he/she attended. It will depend on the situation and instructor.

14.0 Advice and additional requirements

I advise you to:

- Please contact me if you need any help.
- Students are expected to attend all scheduled online lecture classes.
- Students are expected to study from the course materials and/or textbooks which will help to easily read and understand.
- Students are encouraged to write their own notes during lectures/presentations (pdf PowerPoint presentations, and additional materials if any).
- Students are encouraged to attend online platform classes on time because late-attende disrupts the flow of the class for both the instructor and the other students.

Additional information (During Online Course offering Period)

- The PowerPoint course materials, and video lectures will be available at the NSRIC Platform.
- There will be scheduled discussion/tutorial sessions on **a set** scheduled time. All students should attend this session (Need student request).
- There will be an office hours for students on Monday from 08:30 am – 09:20 am EST (Toronto, Canada time). **Students need to send an email request so that a zoom meeting can be arranged.** In addition, any time student can set up an online appointment (i.e., phone, zoom, and/or other mode of communications) based on availability of the course instructor. However, student should send an email request for setting up this type of meeting.

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