



0323

COMMERCE STRAND:
MARKETING AND DIGITAL
COMMERCE (12)

40S/40E/40M

An Applied Commerce Education Course

0323: COMMERCE STRAND: MARKETING AND DIGITAL COMMERCE (12) 40S/40E/40M

Course Description

Marketing and Digital Commerce helps students develop an understanding of marketing activities from both a theoretical and a practical approach. The course focuses on applying marketing concepts, principles, and strategies in making decisions related to product, price, place, and promotion. Students will apply these concepts and their own creativity through hands-on applications and the creation of a marketing plan.

This course is designed for students interested in a variety of business opportunities, as well as those who are looking to further expand their business knowledge. The course is of interest to a wide range of students, since it teaches skills that are fundamental to all consumers.

Goal 1: Demonstrate critical, creative, and innovative thinking.

GLO 1.1: Describe critical, creative, and innovative thinking.

- SLO 12.1.1.1: Formulate questions to generate new ideas.
- SLO 12.1.1.2: Evaluate information and perspectives related to the thinking process.
- SLO 12.1.1.3: Evaluate patterns and connections related to critical, creative, and innovative thinking.

Goal 2: Employ current and emerging technologies used in business and industry.

GLO 2.1: Employ current and emerging technologies used in business and industry.

- SLO 12.2.1.1: Evaluate appropriate current technologies for use in business and industry.
- SLO 12.2.1.2: Utilize appropriate current technologies used in business and industry.
- SLO 12.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.
- SLO 12.2.1.4: Evaluate the utility of emerging trends in technology.

GLO 2.2: Demonstrate awareness of digital footprints.

- SLO 12.2.2.1: Analyze the impact of one's own digital footprint.
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Goal 3: Demonstrate business communication skills.

GLO 3.1: Demonstrate business communication skills.

- SLO 12.3.1.1: Define and use appropriate business language and terminology.
- SLO 12.3.1.2: Demonstrate appropriate business etiquette and protocols.
- SLO 12.3.1.3: Employ conflict resolution techniques.
- SLO 12.3.1.4: Produce business documents.
- SLO 12.3.1.5: Present information and ideas.

Goal 4: Demonstrate an understanding of ethical and legal standards.

GLO 4.1: Demonstrate an understanding of ethical and legal standards.

- SLO 12.4.1.1: Differentiate between ethics and legal business practices.
- SLO 12.4.1.2: Discuss ethical business strategies.
- SLO 12.4.1.3: Discuss laws, codes, and regulations related to marketing and digital commerce.

Goal 5: Identify historical influences and emerging trends as innovative sources for business.

GLO 5.1: Identify historical influences as innovative sources for business.

- SLO 12.5.1.1: Describe historical influences on the evolution of marketing and digital commerce.

GLO 5.2: Analyze emerging trends in business.

- SLO 12.5.2.1: Identify emerging trends in marketing and digital commerce.
 - SLO 12.5.2.2: Analyze emerging trends in marketing and digital commerce.
 - SLO 12.5.2.3: Predict future trends in marketing and digital commerce.
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Goal 6: Demonstrate awareness of sustainability in business.

GLO 6.1: Demonstrate awareness of sustainability in business.

- SLO 12.6.1.1: Demonstrate human sustainability practices while considering financial and environmental sustainability.
- SLO 12.6.1.2: Demonstrate sustainable environmental practices while considering human and financial sustainability.
- SLO 12.6.1.3: Demonstrate sustainable financial practices while considering human and environmental sustainability.

Goal 7: Demonstrate an understanding of the impact culture and diversity have on business.

GLO 7.1: Demonstrate an understanding of the impact culture and diversity have on business.

- SLO 12.7.1.1: Reflect on how culture impacts business decisions, which may include
- short- and long-term goals
 - values
 - lifestyle
 - family structure
 - demographics
- SLO 12.7.1.2: Examine First Nations, Métis, and Inuit perspectives and how they relate to business.

Goal 8: Describe and demonstrate employability skills.

GLO 8.1: Describe and demonstrate employability skills.

- SLO 12.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.
- SLO 12.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.
- SLO 12.8.1.3: Demonstrate time management and punctuality.
- SLO 12.8.1.4: Demonstrate the ability to work with others and participate in projects and tasks.

Goal 9: Explore education and career opportunities.

GLO 9.1: Explore education and career opportunities.

- SLO 12.9.1.1: Explore education and career opportunities related to marketing and digital commerce.
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Goal 10: Analyze the role of business in society.

GLO 10.1: Analyze the role of business in society.

SLO 11.10.1.1: Analyze the role of marketing and digital commerce.

Goal 11: Demonstrate an understanding of the concepts and principles of promotions.

Goal 11 applies to 0317: Creative Promotions (10).

Goal 12: Demonstrate an understanding of the concepts and principles of retailing.

Goal 12 applies to 0325: Retailing Perspectives (11).

Goal 13: Demonstrate an understanding of the concepts and principles of marketing and digital commerce.

GLO 13.1: Demonstrate an understanding of marketing.

SLO 12.13.1.1: Define marketing.

SLO 12.13.1.2: Identify the role of marketing in business.

SLO 12.13.1.3: Identify elements of the marketing mix: product, price, place (physical and digital), and promotion (physical and digital), which may also include

- people
- public image
- physical environment

SLO 12.13.1.4: Compare and contrast marketing a service versus marketing a good.

SLO 12.13.1.5: Analyze the role of digital commerce.

SLO 12.13.1.6: Identify the external factors that affect the marketing mix, which may include

- competition
- consumer trends
- company capabilities and resources
- technology changes
- economics
- politics
- cultural trends
- laws and regulations

SLO 12.13.1.7: Analyze how consumer behaviour theories impact marketing decisions.

SLO 12.13.1.8: Compare and contrast marketing from business to consumer and business to business markets.

GLO 13.2: Develop an understanding of the planning process and how it impacts marketing decisions.

SLO 12.13.2.1: Assess the business environment to determine factors that effect the planning process, which may include

- SWOT (strengths, weaknesses, opportunities, threats)
- environmental scan (e.g., economy, technology, competition, political and legal factors, etc.)
- GIS (Global Information System) data

SLO 12.13.2.2: Analyze a variety of strategic planning models, which may include

- Boston Consulting Group matrix
- Ansoff matrix

SLO 12.13.2.3: Explain the importance of developing a marketing plan, as well as implementation and control procedures.

GLO 13.3: Analyze a market.

SLO 12.13.3.1: Distinguish between market segmentation and mass marketing.

SLO 12.13.3.2: Distinguish between market research and marketing research.

SLO 12.13.3.3: Conduct market research using a variety of tools, which may include

- GPS and GIS
- analytics within social media
- focus groups
- surveys
- primary versus secondary data
- quantitative versus qualitative

SLO 12.13.3.4: Analyze, illustrate, and interpret research data to make business decisions.

SLO 12.13.3.5: Analyze markets based on variables, which may include

- demographic variables
- psychographic variables
- geographic variables
- behavioural variables

- SLO 12.13.3.6: Choose the most appropriate segmentation strategy based on business resources and goals, which may include
- single-segment
 - multi-segment
 - niche segment
- SLO 12.13.3.7: Critique and construct positioning strategies, which may include
- head on
 - lifestyle
 - technical innovation
 - product differentiation
 - brand leadership
- SLO 12.13.3.8: Construct target market profiles based on
- demographic variables
 - psychographic variables
 - geographic variables
 - behavioural variables
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GLO 13.4: Demonstrate an understanding of product development.

- SLO 12.13.4.1: Define product.
- SLO 12.13.4.2: Identify the role that product plays in the marketing mix.
- SLO 12.13.4.3: Explain the total product concept.
- SLO 12.13.4.4: Distinguish between product lines, items, and mixes.
- SLO 12.13.3.5: Complete a product development process, which may include
- new product strategy
 - idea generation
 - screening and evaluation
 - business analysis
 - development
 - market testing
 - commercialization
- SLO 12.13.3.6: Evaluate how the product life cycle impacts marketing decisions.
- SLO 12.13.4.7: Analyze branding strategies which may include
- branding types (e.g., co-branding, family brand, generic brand)
 - logos
 - slogans
 - brand equity

SLO 12.13.3.8: Design and create packaging and labeling that meets both form and function criteria, which may include

- interest and design
- theft prevention
- cost savings
- sustainability
- safety
- storage
- labelling laws and regulations

SLO 12.13.3.9: Justify how the product strategy correlates with the overall marketing and business message.

GLO 13.5: Demonstrate an understanding of pricing.

SLO 12.13.5.1: Identify the role that price plays in the marketing mix.

SLO 12.13.5.2: Calculate and explain

- cost versus price
- overhead costs
- taxes
- cost of goods sold
- break-even point
- profit
- markups and markdowns

SLO 12.13.5.3: Determine the price of goods and services based on

- pricing strategy (e.g., discounts, allowances, geographic pricing, price tactics)
- cost of goods sold
- overhead costs
- sales goals
- law of supply
- law of demand

SLO 12.13.5.4: Justify how the pricing strategy correlates with the overall marketing and business message.

GLO 13.6: Demonstrate an understanding of place (physical and digital).

SLO 12.13.6.1: Identify the role that place plays in the marketing mix.

SLO 12.13.6.2: Evaluate a variety of distribution channels, which may include

- direct
- indirect
- multi-step

SLO 12.13.6.3: Develop a distribution policy, which may include

- integrated
- exclusive
- selective
- intensive

SLO 12.13.6.4: Identify the logistics that affect distribution, which may include

- storage or facilitation
- direct versus indirect
- method of transportation
- location (e.g., brick-and-mortar, digital)

SLO 12.13.6.5: Justify how the place strategy correlates with the overall marketing and business message.

GLO 13.7: Demonstrate an understanding of promotion (physical and digital).

SLO 12.13.7.1: Identify the role that promotion plays in the marketing mix.

SLO 12.13.7.2: Analyze the elements of the promotional mix, which may include

- direct marketing
- publicity and public relations
- sales promotions
- advertising
- personal selling

SLO 12.13.7.3: Develop a promotional plan for a brick-and-mortar and/or digital business, which includes

- elements of the promotional mix
- branding strategies
- positioning strategies

SLO 12.13.7.4: Justify how the promotion strategy correlates with the overall marketing and business message.

GLO 13.8: Demonstrate an understanding of digital commerce.

SLO 12.13.8.1: Evaluate the role of digital commerce.

SLO 12.13.8.2: Discuss advantages and disadvantages of digital commerce.

SLO 12.13.8.3: Identify digital commerce models and how they operate, which may include

- vanity sites
- advertising sites
- subscription sites
- store-front sites
- in-app purchases

SLO 12.13.8.4: Research components of digital commerce, which may include

- social media
- digital commerce
- e-tailing
- forms of payment

SLO 12.13.8.5: Analyze digital commerce strategies based on the following criteria

- usability
- consumer engagement
- security
- load time
- colour and typography
- shipping terms
- scroll line
- payment method
- criteria based searching
- accessibility standards

SLO 12.13.8.6: Justify how a digital commerce strategy may correlate with the overall marketing and business message.

GLO 13.9: Apply marketing principles and concepts to a business.

SLO 12.13.9.1: Construct a marketing plan which includes elements of the marketing mix (product, price, promotion, and place), which may also include

- people
- public image
- physical environment

SLO 12.13.9.2: Apply marketing principles to a business, which may include

- school store (virtual or physical)
 - credit union
 - pop-up stores
 - simulations
 - school events or activities
 - community partnerships
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