

MODULE ENT2030: MARKETING THE VENTURE

Level: Intermediate

Theme: Making It Happen

Prerequisite: None

Module Description: Students appraise various marketing strategies, and formulate a marketing strategy for a venture.

Module Parameters: No specialized equipment or facilities.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> describe various marketing strategies in terms of their suitability in reaching the target market for the venture 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a comparison of marketing strategies used by other businesses in the same industry to reach their target market based on: <ul style="list-style-type: none"> target market product price place promotion. <p><i>Assessment Tool</i> <i>Framework for Assessing the Marketing Strategies of Entrepreneurial Ventures, ENT2030-1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 2 in each applicable area of assessment</i></p>	20
<ul style="list-style-type: none"> describe and implement a marketing strategy for a particular venture identify the strengths and weaknesses of the marketing strategy, and revise the strategy as necessary demonstrate basic competencies. 	<ul style="list-style-type: none"> a marketing plan outlining the specific strategies to be employed for his or her venture. <p><i>Assessment Tool</i> <i>Framework for Assessing a Venture Marketing Plan, ENT2030-2</i></p> <p><i>Standard</i> <i>A minimum performance rating of 2 in each applicable area of assessment</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	80
		Integrated throughout

MODULE ENT2030: MARKETING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Marketing Objectives	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • apply the concept of marketing to a particular venture • analyze the relationship between marketing and other venture decisions • describe the decisions that must be made when completing a marketing plan • research sources of assistance and information, and create a support network. 	
Targeting the Market	<ul style="list-style-type: none"> • differentiate between primary and secondary data • conduct basic marketing research from the following sources in order to identify the primary target customer: <ul style="list-style-type: none"> – secondary sources: <ul style="list-style-type: none"> • trade magazines • news articles • the <i>Yellow Pages</i> • Statistics Canada – primary sources: <ul style="list-style-type: none"> • observing • interviewing potential customers • describe the primary target customer for the venture in terms of: <ul style="list-style-type: none"> – psychographics: <ul style="list-style-type: none"> • lifestyle • buying habits • attitudes • opinions – demographics: <ul style="list-style-type: none"> • education levels • income • age – geographics: <ul style="list-style-type: none"> • geographic area • use statistical information to identify the number of potential customers within the marketing area 	

MODULE ENT2030: MARKETING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Targeting the Market (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze particular ventures in terms of the marketing mix: <ul style="list-style-type: none"> – product service characteristics; i.e., unique selling points – pricing – distribution channels – promotion. 	
Marketing Strategies	<ul style="list-style-type: none"> • identify various marketing strategies for their applicability in terms of marketing mix for a target market • justify the importance of a marketing program for the venture: <ul style="list-style-type: none"> – economic – social – business • compare the various techniques of promotion: <ul style="list-style-type: none"> – advertising – personal selling – free publicity – sales promotion – merchandising – trade shows • analyze cost/benefit factors in the selection of alternative marketing strategies • devise a promotional strategy, within a predetermined budget, for the particular venture. 	<p>E.g., selling popcorn in terms of marketing mix. product – popcorn price – \$1/bag promotion – posters, ads in daily announcements place – outside cafeteria target market – students, teachers.</p>
Analyzing Marketing Strategies	<ul style="list-style-type: none"> • evaluate the strengths and weaknesses of the marketing strategy, and revise as necessary. 	

