



**TORONTO**

# **Sales & Marketing Diploma**

## **Program Syllabus**

***Disclaimer:** While all information in this syllabus is accurate at the time of publication, the contents of this document may be subject to updates as communicated by ILAC International College.*



## PROGRAM DESCRIPTION

In the Sales and Marketing Diploma program you will develop written and oral business communication, interpersonal skills, and management skills – the soft skills needed for a professional career in Canada. This program will help you to develop those unique talents through a focused program that offers in-class instruction as well as out-of-class activities and projects designed to provide you with the tools you need to succeed. The curriculum covers key areas of professional communication, working across cultures, organizational behavior, project management, sales, marketing, and brand promotion.

## PROGRAM OUTCOMES

By the end of this program, students will be able to:

- Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, work teams, supervisors, and others
- Communicate professionally and accurately in oral, written, and graphic formats that fulfill the purpose and meet the needs of the audience
- Apply professional strategies to enhance leadership, management, sales, and marketing expertise
- Apply various problem-solving and decision-making skills to manage customer relationships and expectations
- Develop sales and marketing strategies and plan for the distribution of products, goods, or services based on an identified target market
- Demonstrate the soft-skills necessary for the sales and marketing industries
- Demonstrate the principles of ethical and social responsibility

**Program Name:** Sales & Marketing Diploma

**Credential awarded upon completion:** Diploma

**Number of Weeks:** 40

**Work Experience Component:** N/A

**Instructional Hours:** 600

**Total Hours:** 600

## PROGRAM INFORMATION

### Admission Requirements

To be admitted into the Sales & Marketing Diploma program, students must meet the following criteria, which are non-negotiable:

- Ontario Secondary School Diploma or equivalent\*
- International Students: ILAC English Pre-Advanced level 12+ or IELTS Academic 5.0 or equivalent
- Successful interview with an ILAC International College team member  
\*If a student completes his/her undergraduate degree in a country other than Canada and the U.S., student must assess his/ her credentials through a recognized assessment service, or being 18 years old and achieve 13 points on the Wonderlic test.

### Advanced Standing Policy

ILAC International College provides credit to a student upon admission for courses previously taken within the college or other colleges. In order to grant credits the institution requires formal request from the student and a copy of the course outline. A minimum grade of 70% is required to transfer credits, as well as the course must have at minimum the same coursework hours. Students may contact the Registrar to confirm the eligibility for advanced standing.

### Start Dates

Students may be admitted into the Sales & Marketing Diploma program on fixed start dates. Refer to the ILAC International College website for more information: [www.ilacinternationalcollege.com](http://www.ilacinternationalcollege.com)



## Delivery of Instruction

This course is delivered in English on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips. Topics and skills are revisited throughout the courses to reflect our belief that knowledge is acquired through repetition and application in various contexts.

## Required Equipment and Resources

To enhance learning experiences at the college, the use of online and mobile technologies in and out of the classroom will be used. By bringing their own computers and devices, students will be able to participate in collaborative learning environments and build the technological skills needed in today's workforce. All lesson and course materials will be provided to students.

## Course Assessments

Students are expected to complete all assignments in the course. Program certification is achieved at:

- a pass (70-79%)
- high pass (80-89%), or
- distinction level (90-100%)

A total coursework score of 70% is required to pass this course. A minimum score of 60% must be achieved on all exams. Only one (1) rewrite is permitted per course for either an exam or assignment. More detailed descriptions of each assignment and instructions will be distributed during the course.

## METHOD OF EVALUATION

Learning will be measured throughout the course using various assessment methods. These may include assignments, activities, simulations, quizzes, review questions, or exams. Students will also be graded on participation.

## PROGRAM ORGANIZATION

Below is a list of the courses offered in the Sales & Marketing Diploma program to show a scope and sequence of subject matter sufficient to achieve the learning outcomes. The courses are listed as they are offered by term. Order of courses taken will be determined by start date. Course outlines will be distributed on the first day of each course. These outlines will include the core course outcomes and sub-outcomes (teaching and learning points), and required texts and resources.

## PROFESSIONAL COMMUNICATION

**Course Description:** The ongoing success of an organization depends on having an environment that energizes and encourages employees to accomplish tasks by promoting openness and effective communication, in addition to the ability of employees to gather and share information. In this course, you will use a variety of skills that we need every day to help us successful in the workplace. The course is designed to strengthen your knowledge and application of concepts and skills related to writing effective daily correspondence, preparing formal reports and proposals, giving effective presentations while using correct language for a business context.

**Pre-Requisites:** None

**Number of Weeks:** 9

**Total Hours:** 67.5

**Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- BCOM, 1st Canadian Edition – Lehman, DuFrene, and Murphy. Nelson Publishing.

## WORKING ACROSS CULTURES



**Course Description:** This course is designed to provide you with a practical approach to raising awareness, gaining knowledge, and increasing your ability to communicate and behave effectively across cultures. It will help you understand and analyze business situations where culture may be playing a part, and prepare you to overcome challenges that may arise in a multicultural workplace. This course aims to help you understand the impact of your communication skills on relationships, and academic and career success. You will develop skills and techniques for recognizing cultural differences and turning them into opportunity.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- LOOK, 3rd Canadian Edition – Adler, Proctor, and Rolls. Nelson publishing.
- Communication between Cultures, 9<sup>th</sup> Edition – Samovar, McDaniel, and Roy. Cengage Learning.

## ORGANIZATIONAL BEHAVIOUR

**Course Description:** Current perspectives on what makes an organization successful, regardless of industry, point toward the benefits gained by putting people first. This course will expose you to approaches and processes that can help in effectively leading and managing others in organizations. You will have the opportunity to appreciate what it takes to make a difference in your workplace, and gain an understanding of the interactions that occur among people in the workplace. You will examine the behaviour of individuals and how they interact with each other in different workplace organizations. Topics include individual and behavioural processes; interpersonal processes and behaviours, team processes, organizational dynamics and processes.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- ORGB, 2nd Canadian Edition – Nelson, Quick, Armstrong, and Condie. Nelson Publishing.

## PROJECT MANAGEMENT

**Course Description:** Project management skills are increasingly sought after in today's workplace. No matter what industry or career you pursue, the ability to coordinate timelines, manage resources, and lead project to successful completion is extremely valuable. This course provides you with practical experience applying the fundamentals of project management from a marketing frame of reference. At the conclusion of the course, you will be able to create a project life cycle, statement of work, work breakdown structure, schedule, budget, and risk management plan. You will work in groups to develop a plan for a real marketing project.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Successful Project Management, 7th Edition – Gido, Clements, and Baker. Cengage Learning.



## PROFESSIONAL SALES

**Course Description:** You will develop the fundamental knowledge, skills, and attitudes required to be successful in today's sales environment. Professional selling requires shifting the focus away from the sale and focusing entirely on the customer with a value-based approach. Through this course, you will use customer-centric professional selling techniques. An emphasis is given to developing practical skills in presenting goods and services to prospective buyers using the art of persuasion. Upon completion of this course, you will understand the value and importance of the sales profession to the Canadian economy.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- SELL, 2<sup>nd</sup> Canadian Edition – Ingram, LaForge, Avila, Williams and Shannahan. Nelson Publishing.

## CONSUMER BEHAVIOUR

**Course Description:** Today, customers are far more educated and sophisticated, with access to more information than ever before. This course introduces you to the field of consumer behavior and how it applies to sales and marketing. Through the analysis of internal and external influences acting within or imposed on the consumer in relation to product consumption, you will learn how marketers and sales people attempt to influence consumer behavior. To better understand your target market as consumers, needs and motivation, risk perception, group dynamics, attitudes, and the consumer decision-making process are explored.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- CB, 2<sup>nd</sup> Canadian Edition – Babin, Harris, Murray. Nelson Publishing.

## MARKETING FOUNDATIONS

**Course Description:** This course will help you understand the fundamentals of the marketing process. You will be introduced to how marketers create customer-driven marketing strategies based on their research and understanding on the marketing environment and customers.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

### Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

### Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- MKTG, 4<sup>th</sup> Canadian Edition – Lamb, Hair, McDaniel, Boivin, Gaudet, and Shearer. Nelson Publishing.

## INTEGRATED BRAND PROMOTION



**Course Description:** The goal of this course is for you to gain an understanding of the core building blocks of integrated marketing communications principles and practices. You will learn how to effectively plan campaigns using various marketing and communications strategies that will maximize the impact of your market reach while enhancing your customer and media relations. You will examine first-hand the creative, and the production considerations that various media channels present, as well as gain exposure to the role of advertising, personal selling, and sales promotion in an integrated marketing plan.

**Pre-Requisites:** None      **Number of Weeks:** 9      **Total Hours:** 67.5      **Homework:** 2.5 Hours on Average

## Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

## Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Advertising and Integrated Brand Promotion, 8<sup>th</sup> Edition – O’Guinn, Allen, Close Scheinbaum, and Semenik. Cengage Learning.

## DIGITAL MARKETING

**Course Description:** The Internet is a dynamic marketplace if there ever was one. This class will give you the understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you will need to perform vital daily functions. By the end of this course, you will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help you digitally create, distribute, promote and price products and services. Topics covered in this course include internet marketing foundations, how search engines work, SEO, paid search marketing, online advertising, landing page optimization, analytics, online PR and ORM, and mobile marketing.

**Pre-Requisites:** None      **Number of Weeks:** 4      **Total Hours:** 30      **Homework:** 2.5 Hours on Average

## Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

## Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Digital Media Marketing – Larsen and Draper. Stukent Inc.

## SOCIAL MEDIA MARKETING

**Course Description:** This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. This course will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that influence the opportunities essential in social media and consumer-to-consumer social interactions for achieving business and marketing goals. The emphasis of this course is on understanding consumers’ social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness.

**Pre-Requisites:** None      **Number of Weeks:** 4      **Total Hours:** 30      **Homework:** 2.5 Hours on Average

## Delivery and Instructional Methods

This course is delivered on-site at ILAC International College through instructor-led, classroom-based lectures and discussions, in-class tasks, guest speaker presentations, and supervised field trips.

## Textbooks and Equipment

All lesson and course materials will be provided to students. Source materials include:

- Social Media Marketing – Stephen and Bart. Stukent Inc.



## ACADEMIC STANDARDS POLICIES

It is expected that students will complete all examinations, assessments, placement (if applicable) and assignments as described in the Program Admission Requirements and Program Syllabus for this program of study as outlined.

### Attendance Expectations

- ILAC International College keeps a record of your class attendance on a daily basis. Students are required to attend a minimum of 70% of the classes in each course **and** are required to attend a minimum of 70% of the program overall.
- Failure to meet the attendance requirements will result in students repeating the course in question, or potentially having work and study permits removed. It is the students' responsibility to speak with instructors regarding any missed readings, assignments, class work etc.
- If there are any extenuating circumstances concerning a student's absence, the instructor should be notified as soon as possible. It is the student's own responsibility to stay current with the course material and course curriculum and to "catch up" on any missed classes regardless of the reason for absence. By way of example, skipping or missing a class where a test or an in-class assignment was announced will not excuse a student from that test or assignment.
- Regular attendance is taken for each class and both absenteeism and lateness will be recorded on the attendance sheet and forwarded to the Administration Office. While the Institute will seek to be consistent and reasonable in its approach to deciding what constitutes a valid reason for an absence, the Student Services Manager will have decision-making discretion in this process. The Institute will seek to balance the validity of the student's excuse with the importance of the course material missed.
- The Student Services Manager's remedies will be governed by the requirements of provincial regulatory bodies and any other regulatory requirements, to which the Institute is bound, as well as The Institute's "Discipline Policy" and best practices in the circumstances.

### Coursework

- Students must successfully complete the required coursework for admittance into the work experience component of the program.
- Students must complete all courses with a minimum grade of 70%. In the event a student fails a course, s/he may repeat the course once.

### Make-up Exams, Late Assignments

- Make-up tests, in lieu of tests missed due to illness or other permissible circumstances may be arranged. Any student who is unable to write a test at the scheduled time must make this request a minimum of three (3) days prior to the examination date. Student may be asked to provide documentation to support the absence (i.e. doctor's notes for illness). Unexcused absences from tests and exams may result in a score of zero (0).
- The instructors may use their discretion to determine if extensions on assignments will be granted. Assignments will be deducted 10% for every 24 hours they are late unless prior arrangements have been made three (3) days prior to the due date of the assignment by the student in writing.

### Plagiarism

- Plagiarism is the act of submitting work that is, in whole or in substantial part, someone else's work, and representing it to be your own. Examples include, but are not limited to, the following:
  - copying previously published work;
  - copying another student's work;
  - reviewing materials or works from mailboxes, printers, faculty desks or other sources, and adopting those works as your own; and
- Using paid or unpaid services or other people to complete one's assignments.
- Students are expected to acknowledge the sources of ideas and expressions they use in essays, reports, assignments etc. Failure to do so constitutes plagiarism and is subject to academic penalty. Students who knowingly loan work to be copied, in whole or in part, by another student, for which a grade is assigned, are equally at fault in cases where plagiarism has occurred, and may also be open to academic sanction.



## **Cheating**

- Cheating is defined as any deliberate attempt to obtain credit through the use of deceit or dishonest methods. Examples of such behavior include, but are not limited to, the following:
  - passing exam papers/solutions to another student;
  - repeatedly looking at other students' papers;
  - discussing or whispering of answers during a test;
  - submitting research reports in which no research took place; and
  - writing answers on a desktop.
- Collaboration where collaboration is expressly prohibited, whether or not that collaboration occurs online or otherwise (and despite the fact that collaboration will generally be encouraged by ILAC International College, in order to foster learning).
- Cheating offences are subject to academic penalty.

## **Academic Penalty**

Academic penalties often begin with the awarding of a zero (0) on the assignment/project/test for the first offence and a notification from the Student Services Manager, in writing, of the offence. This notification is kept on file in the Institute's offices. A subsequent offence may result in removal from the course and the possibility of complete dismissal/expulsion from the program.

## **Dismissal/Expulsion**

- Without limitation, a student may be dismissed/expelled from a program after review by the Student Services Manager for one of the following reasons:
  - failing or not completing all core courses (determined by program) in which the student is registered;
  - failing any course two (2) or more times; and/or
  - showing a consistent pattern over two (2) or more courses of failing to meet the program's standards or failure to meet expectations as determined in this syllabus. The Institute will seek to apply its policy of graduated discipline consistently, and in accordance with its "Discipline Policy".
- A student is considered to have withdrawn from his/her program of study if the student:
  - has advised the Institute that he/she has withdrawn from the program by completing the Institute's Withdrawal Form and/or
  - has not complied with the Institute's Academic Standards Policy or terms outlined in Enrolment Contract.

## **Grading Disagreements**

- Where a student disagrees with a grade received or any decision resulting from application of the rules, policies, and regulations referenced in this syllabus in its entirety, the student shall discuss the matter with their instructor, or Student Services Manager in an attempt to resolve the problem.
- Both individual and/or group complaints should be handled as outlined above. Most complaints are resolved informally with the instructor or faculty member responsible for grading that student/group of students. Faculty members endeavor to be open and fair in dealing with students' concerns, thus students are encouraged to speak with the faculty member(s) involved in the matter.

## **Appeals**

A student who feels there have been extenuating circumstances that adversely affected his/her academic outcome/progress may appeal to the Student Services Manager. A student who is dissatisfied with the decision of first instance may appeal to the Institute's Academic Manager.

## **Graduation Policy**

- In order to complete the requirements for graduation, and receive ILAC International College Diploma or Certificate, successful graduates must have:
  - passed all course requirements (including work placement) with the required minimum grade,
  - passed all course examinations, and
  - met program attendance requirements.
- Upon completion of all course components and submission of work placement review documents, students will

## SALES & MARKETING DIPLOMA

---



receive a transcript, and certificate or diploma. These take three to five (3-5) business days to prepare. Please contact the Student Services Manager for any early document requests.