



# Grande Prairie Regional College

**Department: Business Administration and Commerce**

## COURSE OUTLINE – WINTER 2011

### BA 1090 3(3-0-0)UT – Introduction to Marketing

**Instructor** Trevor Thomas

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**Office Hours** Monday and Wednesday  
12:00 – 1:00 pm or  
by appointment

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#### **Prerequisite:**

None

#### **Required Text/Resource Materials:**

Tuckwell, Keith J. *Canadian Marketing in Action, 8th ed.* Scarborough: Prentice-Hall, 2007.

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **Description:**

The development of a strategic model and its implementation is the prime focus for this introductory course. Using the principles of product, price, promotion, and place, plus the crucial importance of the consumer, students will develop analytical skills.

#### **Credit/Contact Hours:**

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

## **Delivery Modes:**

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required; homework problems; ask questions in class; request additional sessions with your instructor during his posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

## **Objectives:**

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To develop business problem solving skills thorough use of the case method.
3. To acquaint students with the techniques used in defining and selecting target markets.
4. To develop an appreciation of the importance of looking at marketing from the customer's point of view.
5. To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.

## **Transferability:**

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thompson Rivers' University, Concordia College and Royal Roads University. Institutions receiving as an individual course are UA, UC, UL, AU, CU, CUC, OC.

\*\*Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

**Grading Criteria:**

<b>MARKS</b>	Cases	30%
	Midterm Exam	25%
	Final Exam	35%
	Professionalism	10%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**

**Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **The Details**

### **In Class Activities**

As much as possible, I am going to try to avoid lecturing about the course material. Instead, I will try to use in-class discussions, case studies, and other application exercises for the most part. For this approach to work, you must come prepared to each class.

### **Mid term Exam**

The midterm exam will be a combination of multiple choice and long answer questions. It will test student's ability to understand the terminology along with applying this terminology to real life cases. You will have 75 minutes to complete this test.

### **Participation**

To get the most out of this class, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed.

If you attend all of the classes and at least contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 10 percent of your course grade for inadequate attendance and/or participation

## Final Exam

Like the midterm exam, the final exam will test your ability to apply the course material. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.

### Statement on Plagiarism and Cheating:

Please refer to pages 49-50 of the College calendar regarding plagiarism and cheating and the resultant penalties. These are serious issues and will be dealt with severely.

## Class Schedule

<b>Date</b>	<b>Topics / Key Questions</b>	<b>Reading</b>
Week 1	<b>Course Outline / Marketing Fundamentals</b>  - Review course outline -What is a TARGET MARKET? What is POSITION? -What is the MARKETING MIX? What is a PRODUCT? -What is PLACE(DISTRIBUTION)? What is PRICE? -What is PROMOTION? What are the PROMOTIONAL TOOLS? - Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX?	<b>Course Outline</b>
Week 2	<b>Marketing Fundamentals / Introduction</b> - What is MARKETING? What is a MARKET? - Describe the evolution of the 4 MARKETING ORIENTATIONS. - Describe in detail the 6 elements of the MARKETING PROCESS - Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.	<b>Chapter 1</b>

Week 3

### **Marketing Environment**

- List and explain the components of the INTERNAL ENVIRONMENT? **Chapter 2**
- What is the EXTERNAL ENVIRONMENT? Briefly describe some of the important trends in the following EXTERNAL ENVIRONMENTS: ECONOMIC, COMPETITIVE, SOCIAL/DEMOGRAPHIC, TECHNOLOGICAL, and LEGAL/REGULATORY.
- Compare DIRECT COMPETITION to INDIRECT COMPETITION.
- Describe the 4 COMPETITIVE POSITIONS. Explain the 4 different MARKET STRUCTURES.
- Relate and apply the concept of SWOT analysis.

Week 4

### **Marketing Planning/Marketing Strategy**

- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. **Chapter 7**
- Explain the PLAN-DO-CHECK cycle.
- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY.
- Briefly describe the following Corporate Strategies: PENETRATION, ACQUISITIONS, NEW PRODUCT, VERTICAL AND HORIZONTAL INTEGRATION, STRATEGIC ALLIANCE, DIVESTMENT
- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.
- Briefly describe the contents of a MARKETING PLAN
- What is a CONTINGENCY PLAN?
- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies) **Case 1**

Week 5

### **Segmentation**

- What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? **Chapter 6**
- What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION?
- What is a TARGET MARKET?
- Explain the LEVELS OF MARKET SEGMENTATION
- Discuss the DEMOGRAPHIC SEGMENTATION: Age and Life Cycle, Gender, Ethnic, Income, Occupation, and Education
- Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.
- What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING? **Case 2**

Week 6

### **Consumer Behavior**

- Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?” **Chapter 4**
- What is a NEED. Explain how THE HIERARCHY OF NEEDS applies to buying behavior
- Briefly explain SELF CONCEPT THEORY and how marketers use it.
- What is an ATTITUDE? What is PERCEPTION? Why are these concepts important to marketers?
- Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers.
- What is LIFESTYLE? Explain how LIFESTYLE segmentation is useful to marketers. What is VIRAL MARKETING?
- Discuss the following influences on consumer behavior: AGE and LIFE CYCLE, TECHNOLOGY, ECONOMIC CIRCUMSTANCES
- List the 6 SOCIAL CLASSES. How does SOCIAL CLASS influence buyer behavior? Explain why INCOME and SOCIAL CLASS are different segmentation variables. What is a REFERENCE GROUP?
- Discuss the impact of FAMILY on Consumer Behavior.
- Discuss the influence of CULTURE,SUBCULTURE, and REGIONAL DIFFERENCES on consumer behavior.
- Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

### **Mid Term**

Week 7

### **Marketing Research**

- Outline the MARKETING RESEARCH PROCESS **Chapter 3**
- Differentiate between PRIMARY and SECONDARY DATA.
- Differentiate between INTERNAL and EXTERNAL DATA.
- Differentiate between QUANTITATIVE and QUALITATIVE research.
- What is a FOCUS GROUP?
- Discuss the advantages and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS vs ONLINE SURVEYS

Week 8

**B2B Marketing/Midterm**

- What are the 5 different BUSINESS MARKETS?
- Discuss how business buying decisions differ from consumer buying decisions (Figure 5.3)
- Discuss the role of INTEGRATION and PARTNERING in B2B Marketing.
- What is a BUYING COMMITTEE? Explain the BUYING CENTRE concept.
- What are the 3 types of BUSINESS BUYING DECISIONS?
- Compare the TYPICAL BUSINESS BUYING DECISION PROCESS (Figure 5.7) to the CONSUMER PURCHASE DECISION PROCESS.
- What is OUTSOURCING? What is E-PROCUREMENT?

**Chapter 5**

Week 9

**Product Management**

- What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP?
- Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.
- What is a BRAND? What is BRAND EQUITY? What are the benefits of the brand for consumers? What are the benefits of branding for marketers? What is a BRAND EXTENSION? Differentiate a NATIONAL brand from a PRIVATE LABEL. What is a GENERIC BRAND? What is a LICENSED BRAND? What is CO-BRANDING?
- What are the 3 reasons for PACKAGING? What are the 3 functions of a LABEL?
- Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending the Product Life Cycle.
- Describe the 5 CATEGORIES OF ADOPTERS. Relate the CATEGORIES to the PRODUCT LIFE CYCLE.

**Chapter 8**

**Chapter 9**

Week 10

**Distribution (Place)**

- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.
- Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution
- Discuss the 3 types of CHANNEL CONTROL.
- What is CHANNEL CONFLICT? Why does it occur? What is a VMS? What is SUPPLY CHAIN MANAGEMENT?
- Describe the four NEW DISTRIBUTION STRATEGIES: Direct Marketing, Electronic Marketing, Multi-Level Marketing, and Contract Marketing.

**Chapter 12**

**Case 3**



Week 11	<p><b>Integrated Marketing Communication (Promotion) / Advertising</b></p> <ul style="list-style-type: none"> <li>-Describe each of the 7 elements of the PROMOTION MIX (Integrated Marketing Communications)</li> <li>- List 5 different MARKETING COMMUNICATIONS OBJECTIVES?</li> <li>-What is a PUSH strategy? What is a PULL strategy?</li> <li>-List 3 determinants for the size of a promotional budget? List 4 ways to determine a promotional budget.</li> <li>-What is a promotional campaign? Why is consistency important with promotion?</li> <li>-What is ADVERTISING? Explain the AIDA model.</li> <li>- Briefly describe CREATIVE STRATEGY and MEDIA STRATEGY.</li> <li>-Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME,DIRECT MARKETING, INTERNET</li> </ul>	<b>Chapter 14</b>
Week 12	<p><b>Sales Promotion and Personal Selling</b></p> <ul style="list-style-type: none"> <li>- What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, and TELEMARKETING,</li> <li>- What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages?</li> </ul>	<b>Chapter 15</b>  <b>Case 4</b>
Week 13	<p><b>Other Promo Tools and Internet Marketing</b></p> <ul style="list-style-type: none"> <li>-What is SALES PROMOTION? Recognize various sales promotion tools.</li> <li>- When is sales promotion used?</li> <li>-What is PERSONAL SELLING? When is it used?</li> <li>-What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing.</li> <li>- What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. What is MASS CUSTOMIZATION?</li> <li>- Describe how people on the Internet react and respond differently from typical consumers</li> <li>- List and explain the 4 TYPES OF PRODUCTS that sell well online.</li> <li>- Differentiate between the B2C and B2B E-COMMERCE. What is EDI?</li> </ul>	<b>Chapter 16</b>  <b>Chapter 17</b>

Week 14

**Price**

-Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING. Discuss

the 3 BASIC PRICING METHODS. Describe 6 LEGAL ISSUES around pricing.

-Compare a SKIMMING strategy to a PENETRATION strategy.

What is PSYCHOLOGICAL PRICING?

**Chapter 10**

**Chapter 11**

**Final Exam**

**Final Exam - T.B.A**