



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

#### COURSE OUTLINE – WINTER 2008

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

**Instructor** Trevor Thomas

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**Office Hours** Tuesday and Thursday  
10:00 – 11:30 am or  
by appointment

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#### **Prerequisite:**

None

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

Tuckwell, Keith J. *Canadian Marketing in Action, 7th 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.

## **Delivery Modes:**

The text book will be the main source of information for this class. For each topic listed, there will be supplemental blackboard assignments and readings. 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.

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.

## **Grading Criteria:**

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

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**

**Midterm 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.

## Final Exam

Like the mid term exam, the final exam will test your ability to apply the course material. Half of the exam will be a take home case study. 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.

## Fall 2008 Class Schedule

Date	Topics / Key Questions	Reading
Week 1	<p><b>Course Outline / Marketing Fundamentals</b></p> <ul style="list-style-type: none"> <li>- Review course outline</li> <li>-What is a TARGET MARKET? What is POSITION?</li> <li>-What is the MARKETING MIX? What is a PRODUCT?</li> <li>-What is PLACE(DISTRIBUTION)? What is PRICE?</li> <li>-What is PROMOTION? What are the PROMOTIONAL TOOLS?</li> <li>- Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX?</li> </ul>	<p><b>Course Outline</b></p>
Week 2	<p><b>Marketing Fundamentals / Introduction</b></p> <ul style="list-style-type: none"> <li>- What is MARKETING? What is a MARKET?</li> <li>- Describe the evolution of the 4 MARKETING ORIENTATIONS.</li> <li>- Describe in detail the 6 elements of the MARKETING PROCESS</li> <li>- Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.</li> </ul>	<p><b>Chapter 1</b></p>
Week 3	<p><b>Marketing Environment</b></p> <ul style="list-style-type: none"> <li>- List and explain the components of the INTERNAL ENVIRONMENT? <b>Chapter 2</b></li> <li>- 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.</li> <li>-Compare DIRECT COMPETITION to INDIRECT COMPETITION.</li> <li>- Describe the 4 COMPETITIVE POSITIONS. Explain the 4 different MARKET STRUCTURES.</li> <li>-Relate and apply the concept of SWOT analysis.</li> </ul>	<p><b>Chapter 2</b></p>

Week 4	<p><b>Marketing Planning/Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS.</li> <li>- Explain the PLAN-DO-CHECK cycle.</li> <li>- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY.</li> <li>- Briefly describe the following Corporate Strategies: PENETRATION, ACQUISITIONS, NEW PRODUCT, VERTICAL AND HORIZONTAL INTEGRATION, STRATEGIC ALLIANCE, DIVESTMENT</li> <li>- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.</li> <li>- Briefly describe the contents of a MARKETING PLAN</li> <li>- What is a CONTINGENCY PLAN?</li> <li>- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies)</li> </ul>	<p><b>Chapter 7</b></p> <p><b>Case 1</b></p>
Week 5	<p><b>Segmentation</b></p> <ul style="list-style-type: none"> <li>-What is MARKET POTENTIAL? What is SEGMENT POTENTIAL?</li> <li>- What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION?</li> <li>- What is a TARGET MARKET?</li> <li>-Explain the LEVELS OF MARKET SEGMENTATION</li> <li>-Discuss the DEMOGRAPHIC SEGMENTATION: Age and Life Cycle, Gender, Ethnic, Income, Occupation, and Education</li> <li>-Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.</li> <li>-What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING?</li> </ul>	<p><b>Chapter 6</b></p> <p><b>Case 2</b></p>
Week 6	<p><b>Consumer Behavior</b></p> <ul style="list-style-type: none"> <li>-Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?”</li> <li>-What is a NEED. Explain how THE HIERARCHY OF NEEDS applies to buying behavior</li> <li>- Briefly explain SELF CONCEPT THEORY and how marketers use it.</li> <li>-What is an ATTITUDE? What is PERCEPTION? Why are these concepts important to marketers?</li> <li>-Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers.</li> </ul>	<p><b>Chapter 4</b></p>

- 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/Mldterm

- What are the 5 different BUSINESS MARKETS? **Chapter 5**
- 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?

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? **Chapter 8**
- 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. **Chapter 9**
- Describe the 5 CATEGORIES OF ADOPTERS. Relate the CATEGORIES to the PRODUCT LIFE CYCLE.

Week 10

**Distribution (Place)**

- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform? **Chapter 12**
- 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. **Case 3**

Week 11

**Integrated Marketing Communication (Promotion) / Advertising**

- Describe each of the 7 elements of the PROMOTION MIX (Integrated Marketing Communications) **Chapter 14**
- List 5 different MARKETING COMMUNICATIONS OBJECTIVES?
- What is a PUSH strategy? What is a PULL strategy?
- List 3 determinants for the size of a promotional budget? List 4 ways to determine a promotional budget.
- What is a promotional campaign? Why is consistency important with promotion?
- What is ADVERTISING? Explain the AIDA model.
- Briefly describe CREATIVE STRATEGY and MEDIA STRATEGY.

-Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME., DIRECT MARKETING, INTERNET.

Week 12

**Public Relations and Direct Marketing**

-What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE.

**Chapter 14**

- What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, and TELEMARKETING,

**Chapter 15**

- What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages

**Case 4**

Week 13

**Other Promo Tools and Internet Marketing**

-What is SALES PROMOTION? Recognize various sales promotion tools.

- When is sales promotion used?

**Chapter 16**

-What is PERSONAL SELLING? When is it used?

-What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing.

- What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. What is MASS CUSTOMIZATION?

**Chapter 17**

- Describe how people on the Internet react and respond differently from typical consumers

- List and explain the 4 TYPES OF PRODUCTS that sell well online.

- Differentiate between the B2C and B2B E-COMMERCE. What is EDI?

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.

**Chapter 10**

-Compare a SKIMMING strategy to a PENETRATION strategy.

**Chapter 11**

What is PSYCHOLOGICAL PRICING?

**Final Exam**

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