

Introduction to Marketing

SEP 13 2000

BA 1090 (3-0, 3 credits)

Welcome to the World of Marketing

Basic Course Information

Instructor

Bill Corcoran
Room B 309B
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Office Hours

MWF 10-11 a.m.
or by appointment. Making an appointment
is usually better; I'm prone to wandering

Text

Tuckwell, Keith J. *Canadian Marketing in Action, 4th ed.* Scarborough: Prentice-Hall, 1998.

Text Usage

The text will be used extensively in this course. You must have access to one. Using the 3rd edition of Tuckwell or another intro marketing text is ok if you are willing to match the topics to the course outline.

Transferability

Some universities and many professional organizations (e.g. PMAC) will accept this course for credit. Please check with the receiving institution or organization.

Grading Scheme

Fundamentals Quiz	5%
Chapter Reading Quizzes	30%
Mid term Exam	20%
Final Exam	35%
Class Participation	10%



Course 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.

Tips for Succeeding in this Course

1. **Read** the textbook before the material is covered in class.
2. **Attend** all scheduled classes.
3. Actively **participate** in all in-class discussions and activities.
4. **Review** the topic questions in the course schedule before each quiz and exam.
5. **Learn** from your mistakes on the chapter quizzes.
6. **Analyze**, don't just describe, with your case study answers.

Key Dates

Tuesday, Sept. 19	Mktg Fundamentals Quiz	Tuesday, Oct. 31	Chapter 7/8 Quiz
Tuesday, Sept. 19	Chapter 1 Quiz	Tuesday, Nov. 7	Chapter 9/4 Quiz
Tuesday, Sept. 26	Chapter 2 Quiz	Tuesday, Nov. 14	Chapter 9/12 Quiz
Tuesday, Oct. 3	Chapter 3 Quiz	Tuesday, Nov. 21	Chapter 12/14 Quiz
Tuesday, Oct. 10	Chapter 6 Quiz	Tuesday, Nov. 28	Chapter 14/15/16 Quiz
Tuesday, Oct. 17	Chapter 5 Quiz	Tuesday, Dec. 5	Chapter 10 Quiz
Thursday, Oct. 24	Mid Term Exam	Dec. 11 to 19 (TBA)	Final Exam

The Gory 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.

Marketing Fundamentals Quiz

The first two classes will go over the basics of marketing. A strong grasp of these basics is needed to understand the rest of the course.

The fundamentals quiz will be composed of reverse definitions and multiple choice questions.

Chapter Quizzes

If in-class time is to be used effectively, you will have to do the required reading before class. These tests will give you an incentive to do so.

Each chapter quiz will consist of a combination of 10 multiple choice and/or reverse definitions. They will take approximately 15

minutes to complete. We will mark and debrief these quizzes in class, immediately after you have finished writing them.

Please note that these quizzes must be written on the day and time they are scheduled. If you miss a quiz, you miss the opportunity for these quiz marks. (Exceptions will be made for properly documented absences i.e. medical notes, official College business, etc.)

Your best 10 of 11 quizzes will count towards 30 percent of your final grade.

Mid term Exam

While the quizzes test straight knowledge of course concepts, the mid term (and final) test your application of course material. Accordingly, the mid term will be comprised of short answer, long answer, and case study questions.

You will have 75 minutes to complete this test.

Participation

To get the most out of this class, regular attendance and active

participation is required. In addition, your classmates' learning can be improved by your constructive participation in class activities.

Attendance will be taken at each class. In addition, I will monitor your active and constructive contribution to the class' learning. Your participation grade will reflect these two components.

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. Short answer questions will make up the other half. The Registrar will schedule the date and time for the final.

Records Retention

Class records, including final exams, will be maintained for one year after the last day of this course. These records will then be destroyed in a secure manner. Any unclaimed student tests will be destroyed within 30 days of the last class.

Course 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.

Fall 2000 Class Schedule - Section C2

Date	Topics / Key Questions	Reading
Sep 7	Course outline	Outline
Sep 12, 14	Marketing Fundamentals -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?	Fundamentals Handout
Sep 19, 21	Introduction Marketing Fundamentals Quiz - Tuesday, September 19 Chapter 1 Quiz - Tuesday, September 19 - What is MARKETING? What is a MARKET? - Describe the 4 STAGES OF MARKETING EVOLUTION. - Describe the MARKETING MANAGEMENT PROCESS. - Discuss the following: TQM, RELATIONSHIP MARKETING, DATABASE MARKETING, GLOBALIZATION, and INTERNET MARKETING. - What is E-COMMERCE? How do companies use the Internet to market themselves and their products? What are the advantages and disadvantages of INTERNET MARKETING?	Chapter 1 p. 409-21 + hand outs

Fall 2000 Class Schedule - Section C2

Date	Topics / Key Questions	Reading
Sep 26, 28	Marketing Environment Chapter 2 Quiz - Tuesday, September 26	Chapter 2
	<ul style="list-style-type: none"> -What is the INTERNAL ENVIRONMENT? -What is the EXTERNAL MACRO ENVIRONMENT? Briefly describe some of the important trends in the 7 MACRO ENVIRONMENTS. -Compare DIRECT COMPETITION to INDIRECT COMPETITION. Describe the 4 COMPETITIVE POSITIONS. -Relate and apply the concept of SWOT analysis. 	SWOT Handouts and <i>Volkswagen Canada Limited</i> p. 484-85
Oct. 3,5	Marketing Planning/Marketing Strategy Chapter 3 Quiz - Tuesday, October 3	Chapter 3 and <i>McDonald's Restaurants</i> p. 481-83
	<ul style="list-style-type: none"> - Describe the relationship between OBJECTIVES, STRATEGIES, and TACTICS. Explain the PLAN-DO-CHECK cycle. What is a MISSION STATEMENT? Differentiate between CORPORATE STRATEGY and MARKETING STRATEGY. What are CROSS MARKETING, STRATEGIC ALLIANCES, ACQUISITIONS, DIVESTMENTS, STRATEGIC BUSINESS UNITS? - Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN. - Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Types of Marketing Strategies). 	
Oct 10, 12	Segmentation Chapter 6 Quiz - Tuesday, October 10	Chapter 6 and pg. 116-118 and <i>Club Med</i> p. 490-1
	<ul style="list-style-type: none"> -What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION? What is a TARGET MARKET? -Compare a MASS MARKETING strategy with a SEGMENTATION strategy. -Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic. -Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION. -Explain the MARKETING SEGMENTATION CONTINUUM. -Provide different examples of POSITIONING? What is REPOSITIONING? 	

Fall 2000 Class Schedule - Section C2

Date	Topics / Key Questions	Reading
Oct 17, 19	Consumer Behavior Chapter 5 Quiz - Tuesday, October 17	Chapter 5
	<ul style="list-style-type: none"> -Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a "black box?" -Discuss the influence of CULTURE and SUBCULTURE on consumer behavior. -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 following influences on consumer behavior: FAMILY, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFESTYLE, and SELF CONCEPT. -What is a MOTIVE? Explain how MASLOW'S HIERARCHY applies to buying behavior. -Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers. -What is an ATTITUDE? Why are they important to marketers? 	
Oct 24, 26	Consumer Behavior (continued) Midterm Exam - Thursday, October 26	
	<ul style="list-style-type: none"> -Describe the BUYER DECISION MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)? 	
Oct. 31 , Nov. 2	Industrial Marketing / Product Chapter 7 and 8 Quiz - Tuesday, October 31	
	<ul style="list-style-type: none"> -What are the 5 different BUSINESS MARKETS? Discuss how business buying decisions differ from consumer buying decisions. Discuss the role of PARTNERSHIPS in business-to-business marketing. What is a BUYING CENTRE? What are the 3 types of BUSINESS BUYING DECISIONS? 	Chapter 7
	<ul style="list-style-type: none"> -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. -What is a BRAND? What is BRAND EQUITY? Why do companies brand products? What is a BRAND EXTENSION? Differentiate a NATIONAL brand from a PRIVATE LABEL. What is a GENERIC BRAND? What is CO-BRANDING? -What are the 3 reasons for PACKAGING? 	Chapter 8

Fall 200 Class Schedule - Section C2

Date	Topics / Key Questions	Reading
Nov. 7, 9	<p>Product Life Cycle / Marketing Research Chapter 9 (PLC only) and Chapter 4 Quiz - Tuesday, November 9</p> <p>-Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage?</p> <p>-Outline the MARKETING RESEARCH PROCESS. Differentiate between PRIMARY and SECONDARY 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.</p>	<p>Chapter 9</p> <p>Chapter 4</p>
Nov 14, 16	<p>Product / Place Chapter 9 and 12 Quiz - Tuesday, November 14</p> <p>-What are the 7 steps of the NEW PRODUCT DEVELOPMENT PROCESS? - What are the 3 advantages of getting to market quickly? -Describe the 5 stages in the ADOPTION PROCESS. Describe the 5 CATEGORIES OF ADOPTERS.</p>	Chapter 9
	<p>-What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform? -What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.</p>	Chapter 12
Nov 21, 23	<p>Place / Promotion Chapter 12 and 14 Quiz - Tuesday, November 21</p>	
	<p>-Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution -What is CHANNEL CONFLICT? Why does it occur? What is a VMS? -What is MULTI-LEVEL marketing? How does it differ from conventional distribution?</p>	Chapter 12
	<p>-What are the 5 elements of the PROMOTION (Marketing Communications) MIX? What are the 3 purposes of promotion? -What is a PUSH strategy? What is a PULL strategy? -List 4 ways to determine a promotional budget. -What is a promotional campaign? Why is consistency important with promotion?</p>	Chapter 14

Fall 2000 Class Schedule - Section C2

Date	Topics / Key Questions	Reading
Nov 28, 30	Promotion / Direct Marketing Chapter 14, 15, and 16 Quiz - Tuesday, November 30	
	<ul style="list-style-type: none"> -What is ADVERTISING? What is COOPERATIVE ADVERTISING? -Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME. -What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. - List and describe a few examples of NEW MEDIA. 	Chapter 14
	<ul style="list-style-type: none"> - What is DIRECT MARKETING? Contrast Direct Marketing with conventional marketing. Briefly describe 5 different types of Direct Marketing. 	pg. 401-09
	<ul style="list-style-type: none"> -What is SALES PROMOTION? Recognize various sales promotion tools. When is sales promotion used? -What is PERSONAL SELLING? When is it used? -What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 6 FACTORS TO CONSIDER for participation in Event Marketing. 	Chapter 15
Dec 5, 7	Price / Review Chapter 10 Quiz - Tuesday, December 5 Take Home Final Distributed - December 5	
	<ul style="list-style-type: none"> -Compare PRICE with NON-PRICE competition. Discuss the 5 FACTORS AFFECTING PRICING. Discuss the 3 BASIC PRICING METHODS. -Compare a SKIMMING strategy to a PENETRATION strategy. What is PSYCHOLOGICAL PRICING? 	Chapter 10 Pg. 271-73 and 258-61
	<ul style="list-style-type: none"> -Practice case 	<i>Waterloo Life Insurance Company pg. 507-08</i>
Dec 11-19	Final Exam Final Exam - T.B.A.	

SEPTEMBER 2000