

Introduction to Marketing

BA 1090 (3-0, 3 credits)

Winter 2007 Semester

Welcome to the World of Marketing

Basic Course Information

Instructor

Bill Corcoran
Room E-307
539-2735 or bcorcoran@gprc.ab.ca

Office Hour

TR 2:30-4:00 or by appointment
Appointed is probably better since
I'm prone to wandering

Text

Tuckwell, Keith J. *Canadian
Marketing in Action (7th ed.)*
Toronto: Pearson Education, 2007.

Text Usage

The text will be used extensively in
this course. You must have access
to one. Using the 6th edition of
Tuckwell or another intro marketing
text is ok if you are willing to match
the topics to course outline.

Transferability

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

Grading Scheme

Fundamentals Test	5%
Quizzes	30%
SWOT Analysis	10%
Mid Term Exam	20%
Final Exam	35%
Class Participation	up to -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 quizzes.
6. **Analyze**, don't just describe, with your case study answers.
7. **Visit** the MS-Blackboard site for this course to get copies of the Power Point presentations.

Key Dates

Thursday, Jan. 11	Mktg Fundamentals Quiz	Tuesday, Mar. 6	Chapter 8/9 Quiz
Tuesday, Jan. 16	Chapter 2 Quiz	Tuesday, Mar. 13	Chapter 12 Quiz
Tuesday, Jan. 23	Chapter 7 Quiz	Tuesday, Mar. 20	Chapter 14 Quiz
Tuesday, Jan. 30	Chapter 6 Quiz	Tuesday, Mar. 27	Chapter 14/15 Quiz
Tuesday, Feb. 6	Chapter 4 Quiz	Tuesday, Apr. 3	Chapter 16/17 Quiz
Thursday, Feb. 8	SWOT Analysis Due	Tuesday, Apr. 10	Chapter 10 Quiz
Thursday, Feb. 15	Mid Term Part 1 Due	Apr 14 to 24(TBA)	Final Exam
Thursday, Mar.1	Mid Term Pt. 2 In Class		

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.

I've prepared Power Point presentations for most of the course topics. You can access copies of these presentations on the BA 1090 MS Blackboard site.

Marketing Fundamentals Quiz

During the first week of classes, we 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 9 of 10 quizzes will count towards 30 percent of your final grade.

SWOT Analysis Assignment

SWOT analysis is a powerful business planning tool.

Developing the ability to use this tool is very good skill for aspiring business people.

For this assignment, you will be given a case study and be asked to compose a SWOT Analysis.

Note: Both the Mid term and Final Exam will include a SWOT Analysis.

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 Part 1 – a case analysis and Part 2- long answer questions.

Part 1 will be a take home component which is due the class before Reading Week.

Part 2 will be written in class. You will have 75 minutes to complete this part of the 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 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; the other half will be similar to Part 2 of the mid term. The Registrar will schedule the date/time for the final.

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.

Grading

Alpha Grade	4-Point Equivalent	Percentage	Designation
A+	4.0	90-100	Excellent
A	4.0	85-89	First Class Standing
A-	3.7	80-84	
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	Satisfactory
C+	2.3	67-69	
C	2.0	64-66	
C-	1.7	60-63	Minimal Pass
D+	1.3	55-59	
D	1.0	50-54	
F	0.0	0-49	Fail

WINTER 2007 Class Schedule

Date	Topics / Key Questions	Reading
Jan 4	<p>Course Outline / Marketing Fundamentals</p> <p>- Review course outline</p> <p>-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?</p>	<p>Course Outline</p> <p>Fundamentals Handout and p .12-23</p>

WINTER 2007 Class Schedule

Date	Topics / Key Questions	Reading
Jan 9, 11	Marketing Fundamentals / Introduction Marketing Fundamentals Quiz - Thursday, Jan. 11 - 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 (Figure 1.7). - Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.	Chapter 1
Jan. 16, 18	Marketing Environment Chapter 2 Quiz - Tuesday, Jan. 16 - 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.	SWOT Handouts and CASE TBA
Jan. 23, 25	Marketing Planning/Marketing Strategy Chapter 7 Quiz - Tuesday, Jan. 23 - Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. - 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. (Figure 7.5) - Briefly describe the contents of a MARKETING PLAN (Figure 7.6 and Figure 7.8) - What is a CONTINGENCY PLAN? - Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies)	Chapter 7 and CASE TBA

WINTER 2007 Class Schedule

Date	Topics / Key Questions	Reading
Jan. 30, 1	<p>Segmentation Chapter 6 Quiz – Tuesday, Jan. 30</p> <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? -Explain the LEVELS OF MARKET SEGMENTATION (Figure 6.1) -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? 	<p>Chapter 6 and CASE TBA</p>
Feb 6,8	<p>Consumer Behavior Chapter 4 Quiz – Tuesday, Feb. 6 SWOT Assignment Due – Thursday, Feb. 8</p> <ul style="list-style-type: none"> -Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?” -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. 	<p>Chapter 4</p>

WINTER 2007 Class Schedule

Date	Topics / Key Questions	Reading
Feb. 13, 15	<p>Consumer Behavior (cont.) / Marketing Research Mid Term Pt. 1 - Thursday, Feb. 15</p> <p>-Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?</p> <p>-Outline the MARKETING RESEARCH PROCESS (Figure 3.1)</p> <p>- 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 (Figure 3.11)</p>	<p>Chapter 3</p>
Feb. 20, 22	<p>Reading Week – NO CLASSES</p>	
Feb. 27, 1	<p>B2B Marketing/Mldterm Mid term Part 2 – Thursday, Mar. 1</p> <p>-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?</p>	<p>Chapter 5</p>
Mar. 6,8	<p>Product Management Chapter 8/9 - Tuesday, Mar. 6</p> <p>-What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP?</p> <p>-Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.</p> <p>-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?</p> <p>-What are the 3 reasons for PACKAGING (pg. 209)? What are the 3 functions of a LABEL?</p> <p>-Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage (Figure 9.8)? Discuss a few tactics for extending the Product Life Cycle. - Describe the 5 CATEGORIES OF ADOPTERS. Relate the CATEGORIES to the PRODUCT LIFE CYCLE.</p>	<p>Chapter 8</p> <p>Chapter 9</p>

Winter 2007 Class Schedule

Date	Topics / Key Questions	Reading
Mar 13,15	<p>Distribution (Place) Chapter 12 Quiz – Tuesday, Mar. 13</p> <ul style="list-style-type: none"> -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. 	<p>Chapter 12</p>
Mar 20,22	<p>Integrated Marketing Communication (Promotion) / Advertising Chapter 14 Quiz – Tuesday, Mar 20</p> <ul style="list-style-type: none"> -Describe each of the 7 elements of the PROMOTION MIX (Integrated Marketing Communications) - 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. (Figure 14.15) 	<p>Chapter 14</p>
Mar 27,29	<p>Public Relations and Direct Marketing Chapter 14 and 15– Tuesday, Mar. 27</p> <ul style="list-style-type: none"> -What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE. - What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, and TELEMARKETING - What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages (Figure 15.9). 	<p>Chapter 14</p> <p>Chapter 15</p>

WINTER 2007 Class Schedule

Date	Topics / Key Questions	Reading
Apr. 3,5	<p>Other Promo Tools and Internet Marketing Chapter 16 and 17– Tuesday, Apr. 3</p> <p>-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 5 CONSIDERATIONS for participation in Event Marketing.</p> <p>- What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. What is MASS CUSTOMIZATION? - 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?</p>	<p>Chapter 16</p> <p>Chapter 17 (skim)</p>
Apr 10,12	<p>Price Chapter 10 Quiz – Tuesday, Apr. 10 Take Home Final Distributed – Tuesday, Apr. 10</p> <p>-Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING (pg. 249-255). Discuss the 3 BASIC PRICING METHODS. (Figure 10.5) Describe 6 LEGAL ISSUES around pricing.</p> <p>-Compare a SKIMMING strategy to a PENETRATION strategy. (Figure 11.8) What is PSYCHOLOGICAL PRICING?</p>	<p>Chapter 10</p> <p>Chapter 11 (skim)</p>
Apr. 14-24	<p>Final Exam Final Exam - T.B.A.</p>	

WINTER 2007