



**Grande Prairie Regional College – Department of Business – Course Outline
BA 1090 A2 and C2 – Introduction to Marketing
Fall 2013**

- Credits:** 3
- Hours:** 45 hours (3-0-0)
- Description:** This course provides an introduction to marketing. The principles of product, price, promotion, and place along with understanding customers’ needs are covered.
- Pre-requisite:** None
- Transferability:** This course transfers to a number of universities as a 2000-level marketing or business course OR an introductory marketing course. Consult the receiving institution for specific transfer details.
- Instructor:** Bill Corcoran
- Contact:** Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca
- Office Hours:** MW 1 p.m to 2:30 p.m. or by appointment. An appointment is usually better since I’m very prone to wandering.
- Text:** Tuckwell, Keith J. *THINK Marketing*. Don Mills, ON: Pearson Education Canada, 2013. In addition, you’ll need to download, print, and read a variety of supplementary hand outs on the BA 1090 Moodle site.
- Text Usage:** We’ll use the Tuckwell text quite extensively. This is a new text and it’s a major revision from the previous Tuckwell texts. If you can find an earlier Tuckwell text for a good price, you might be able to get by, but I recommend that you buy the new book.
- Grading:** 5% Marketing Fundamentals Test (September 17)
20%* Assignment 1 (Oct. 8)
20%* Assignment 2 (Nov. 14)
20%* Assignment 3 (Dec. 3)
**Best 2 out of 3 will count towards for your final grade*
20% Mid Term Exam (Oct 24)
35% Final Exam (TBA – Exam Period Dec. 12-21)
- Final Grade:** This course will use the standard GPRC grading scheme

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



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Course Schedule:

Week 1 - Sept. 5 – COURSE OUTLINE/MARKETING FUNDAMENTALS (Visual Model)

- Introduction and Course Outline
- Marketing Fundamentals (Visual Model)

Week 2 – Sept. 10 and 12 – MARKETING FUNDAMENTALS/MARKETING OVERVIEW

- Marketing Fundamentals
- Marketing Overview (Read Chapter 1)

Week 3 – Sept. 17 and 19 – MARKETING OVERVIEW/MARKETING ENVIRONMENT

- Marketing Overview
- Marketing Environments (Read the Marketing Environment Handouts and Chapter 2)
- DUE: Marketing Fundamentals Quiz (Sep. 17)

Week 4- Sept 24 and 26 – MARKETING INTELLIGENCE/SWOT ANALYSIS

- Marketing Intelligence (Read Chapter 3)
- SWOT Analysis (Read the SWOT Analysis Handouts)

Week 5 – Oct. 1 and 3 – SWOT ANALYSIS/CONSUMER DECISION MAKING PROCESS

- SWOT Analysis (continued)
- Consumer Decision Making Process (Read first part of Chapter 4)

Week 6 – Oct. 8 and 10 – CONSUMER BEHAVIOUR

- Consumer Behaviour (Read last part of Chapter 4)
- DUE: Assignment 1 (Oct. 8)

Week 7 – Oct. 15 and 17 – MARKETING SEGMENTATION

- Marketing Segmentation (Read Chapter 6 and handouts)

Week 8 – Oct. 22 and 24 – MARKETING PLANNING/MARKETING STRATEGY

- Marketing Planning/Marketing Strategy (Read Chapter 7 and handouts)
- DUE: Midterm 2 (Oct. 24)

Week 9 – Oct. 29 and 31 – PRODUCT MANAGEMENT/PRODUCT LIFE CYCLE

- Product (Read Chapter 8 and Brand Handouts)
- Product Life Cycle (Read Chapter 9 – p 187-195)

Week 10 – Nov. 5 and 7 –PRICE

- Price (Chapters 10 and 11)

Week 11 – Nov. 12 and 14 – B2B

- B2B Marketing (Read Chapter 5)
- DUE: Assignment 2 (Nov. 14)



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Week 12 – Nov. 19 and 21 – DISTRIBUTION/RETAILING

- Distribution (Read Chapter 12)
- Retailing (Read Chapter 13)

Week 13 – Nov. 26 and Nov. 28 - INTEGRATED MARKETING COMMUNICATION – Part 1

- IMC and Communications Planning (Read Chapter 14)
- Traditional Media
- Interactive and Social Media

Week 14 – Dec. 3 and 5 – INTEGRATED MARKETING COMMUNICATION – Part 2

- Sales Promotion, Public Relations, Experiential Marketing, Personal Selling (Read Chapter 15)
- DUE: Assignment 3 (Dec. 3)

Week 15 – Dec. 10– Catch up/Final Exam Prep

- Take Home Case Study for Final Exam will be posted on Moodle
- Final Exam Preview

Final Exam – Dec. 12 to 21 to be scheduled by the Registrar

**Bill Corcoran
September 2013
Grande Prairie Regional College**