

Introduction to Marketing

SEP. 13 2001

BA 1090 (3-0, 3 credits) 22.

Welcome to the World of Marketing

Basic Course Information

Instructor

Gwen Hoyseth
Room E401-16
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Office Hours

TBA
or by appointment. Making an appointment
is usually better

Text

Tuckwell, Keith J. *Canadian Marketing in
Action, 5th ed.* Scarborough: Prentice-Hall

Text Usage

The text will be used extensively in this
course. You must have access to one. Using
the 4th 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

Chapter Reading Quizzes	30%
Mid term Exam	25%
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

Wednesday, Sept. 12	Chapter 1&2 Quiz	Monday, Oct. 29	Chapter 8 Quiz
Wednesday, Sept. 19	Fundamentals Quiz	Monday, Nov. 5	Chapter 9 Quiz
Wednesday, Sept. 26	Chapters 3&17 Quiz	Monday, Nov. 12	Chapter 12 Quiz
Wednesday, Oct. 3	Chapter 6 Quiz	Monday, Nov. 19	Chapter 10/11 Quiz
Monday, Oct. 15	Chapter 5 Quiz	Monday, Nov. 26	Chapter 14
Wednesday, Oct. 17	Chapter 7 Quiz	Monday, Dec. 3	Chapter 15 Quiz
Monday, Oct. 22	Mid Term Exam	Dec. 10 to 20 (TBA)	Final Exam

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.

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 through 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 2001 Class Schedule - Section C2

Date Topics /Readings

Sept 10, 12 **Course outline**

Chapter 1 - Introduction

- 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, TECHNOLOGY, SOCIAL RESPONSIBILITY** and **INTERNET & E-COMMERCE**.

Chapter 2 - Marketing Environment

- What is the **INTERNAL ENVIRONMENT**?
- What is the **EXTERNAL MACRO ENVIRONMENT**? Briefly describe some of the important trends in the **MACRO ENVIRONMENTS**.
- Compare **DIRECT COMPETITION** to **INDIRECT COMPETITION**. Describe the 4 **COMPETITIVE POSITION**

Reading: Chapter 1 & Chapter 2 (except pg 28-34)

Quiz Sept 12: Chapters 1&2

Sept 17,19 **Chapter 2 - 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**?

continued

Sep 17, 19

Chapter 3 - Marketing Planning/Marketing Strategy

- Relate and apply the concepts of SWOT analysis

Reading: Fundamentals Handout and Chapter 2 – pg 28-34

SWOT Handouts & Case

Quiz Sept 19: Marketing Fundamentals

Sep 24, 26

Chapter 3 – Marketing Planning/Marketing Strategy

- Describe the relationship between OBJECTIVES, STRATEGIES, and TACTICS. What is a MISSION STATEMENT? Differentiate between CORPORATE STRATEGY and MARKETING STRATEGY. Discuss some common corporate strategies including 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).

Chapter 17 – E-Marketing

- What is E-COMMERCE? Who uses the INTERNET and why? What 3 opportunities does the Internet offer? What are the 7 key marketing advantages of the INTERNET?
- What are the common types of ONLINE RESEARCH? What are the successes of E-Marketing? What are some of the Shortcomings?
- Relate the Marketing Mix to ONLINE MARKETING STRATEGY.

Reading: Chapter 3 & Chapter 17

Quiz Sep 26: Chapters 3 & 17

Oct 1, 3

Chapter 6 - Segmentation

- 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?

Reading: Chapter 6 & Case Study

Quiz Oct 3: Chapter 6

Oct 10,15 **Chapter 5 - Consumer Behavior**

- 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 influences of FAMILY, and the FAMILY LIFE CYCLE on consumer behaviour
- What is LIFE STYLE? Explain the 6 LIFESTYLE SEGMENTS in Canada.
- What is PERSONALITY? Discuss the SELF-CONCEPT THEORY.
- 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?
- Describe the BUYER DECISION MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

Reading: Chapter 5

Quiz Oct 15: Chapter 5

Oct 17 **Chapter 7 – Industrial Marketing**

- 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.
- Distinguish between a BUYING CENTER and a BUYING COMMITTEE.
- What are Three types of BUSINESS BUYING DECISIONS?

Reading: Chapter 7

Quiz: Chapter 7

Review for midterm

Oct 22 **MIDTERM EXAM**

Chapter 4 - Marketing Research

- 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 of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS

Reading: Chapter 4

OCT 24, 29 Chapter 8 - Product

- 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 and 3 CLASSES OF BUSINESS 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? Describe the concept of BRAND LOYALTY.
- What are the 3 functions of PACKAGING?

Reading: Chapter 8

Quiz Oct 29: Chapter 8

OCT 31,
NOV 5

Chapter 9 – New Product Development

- Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? How can marketers extend the cycle?
- What are the 7 Steps in 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.

Reading: Chapter 9 & Case Study

Quiz Nov 5: Chapter 9

Nov 7, 12 Chapter 12 – Distribution (Place)

- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?
- What is the difference between a WHOLESALER and a RETAILER?
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.
- What are some factors that affect the development of a distribution channel?
- Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution.
- What is CHANNEL CONFLICT? Why does it occur? How is cooperation achieved? What is VMS?
- What is MULTI-LEVEL marketing? How does it differ from conventional distribution?

Reading: Chapter 12

Quiz Nov 12: Chapter 12

Nov 14, 19 **Chapter 10 – Price**

- What is PRICE? What are 3 common PRICING OBJECTIVES?
- Discuss 5 FACTORS AFFECTING PRICING.
- Discuss 3 BASIC PRICING METHODS

Chapter 11 – Price

- Compare a SKIMMING strategy to a PENETRATION strategy
- What is PSYCHOLOGICAL PRICING? What are some common PSYCHOLOGICAL PRICING STRATEGIES?
- What is GEOGRAPHIC PRICING?
- Describe a few TYPES OF DISCOUNTS made to LIST PRICES.

Reading Chapter 10 & 11

Quiz Nov 19: Chapter 10 & 11

Nov 21, 26 **Chapter 14 – Marketing Communications (Advertising & Public Relations)**

- What are the 7 elements of the MARKETING COMMUNICATIONS MIX? What is role of marketing communications?
- What is a PUSH strategy? What is a PULL strategy?
- List 4 ways to determine a promotional budget.
- What is ADVERTISING? What is COOPERATIVE ADVERTISING?
- Discuss the relative merits of the following advertising mediums: TV, RADIO, NEWSPAPER, MAGAZINE, OUTDOOR, INTERNET.
- Discuss the process of creating an ADVERTISING MESSAGE.
- What is PUBLIC RELATIONS? What is PUBLICITY? Compare PUBLICITY with ADVERTISING

Reading: Chapter 14

Quiz Nov 26: Chapter 14

Nov 28,
Dec 3 **Chapter 15 – Marketing Communications (Direct Response & Interactive Communications)**

- What is DIRECT MARKETING? What are the 3 purposes of direct marketing? Contrast Direct Marketing with Conventional Marketing.
- What is DIRECT MAIL? Discuss the 4 common types of direct mail.
- What is a CATALOGUE?
- What is TELEMARKETING? What is a CALL CENTER? How does INBOUND TELEMARKETING differ from OUTBOUND TELEMARKETING?
- What are the 3 forms of DIRECT RESPONSE TV?
- Discuss the role of INTERACTIVE COMMUNICATIONS in marketing.
- What is the INTERNET? How do marketers use it to increase the flow of information? Distinguish between a BANNER AD and a BUTTON AD.

Reading Chapter 15 & Case Study

Quiz Dec 3: Chapter 15

Dec 5

Chapter 16 – Marketing Communications (Sales, Promotion, Personal Selling, Event Marketing & Sponsorships)

- What is SALES PROMOTION? Recognize the various sales promotion tools. When is sales promotion used?
- What is TRADE PROMOTION? Describe some common examples.
- What is PERSONAL SELLING? When is it used
- Explain the various roles of a SALESPERSON. What are the STEPS IN THE SELLING PROCESS?
- What is EVENT MARKETING? What is EVENT SPONSORSHIP? Discuss the 5 factors to consider for PARTICIPATION in event marketing.

Reading: Chapter 16

CONCLUSION AND REVIEW

FINAL EXAM TBA