



Grande Prairie Regional College – Department of Business – Course Outline

BA 1090 B2 – Introduction to Marketing

Fall 2012

- 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:** Joanne Balance
- 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 18) |
| 20%* | Assignment 1 (Oct. 9) |
| 20%* | Assignment 2 (Nov. 15) |
| 20%* | Assignment 3 (Dec. 4) |
| <i>*Best 2 out of 3 will count towards for your final grade</i> | |
| 20% | Mid Term Exam (Oct 25) |
| 35% | Final Exam (TBA – Exam Period Dec. 13-22) |



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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

Course Schedule:

Week 1 - Sept. 6 – COURSE OUTLINE/MARKETING FUNDAMENTALS (Visual Model)

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

Week 2 – Sept. 11 and 13 – MARKETING FUNDAMENTALS/MARKETING OVERVIEW

- Marketing Fundamentals
- Marketing Overview (Read Chapter 1)

Week 3 – Sept. 18 and 20 – MARKETING OVERVIEW/MARKETING ENVIRONMENT

- Marketing Overview
- Marketing Environments (Read the Marketing Environment Handouts and Chapter 2)
- DUE: Marketing Fundamentals Quiz (Sep. 18)

Week 4- Sept 25 and 27 – MARKETING INTELLIGENCE/SWOT ANALYSIS

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

Week 5 – Oct. 2 and 4 – SWOT ANALYSIS/CONSUMER DECISION MAKING PROCESS

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

Week 6 – Oct. 9 and 11 – CONSUMER BEHAVIOUR

- Consumer Behaviour (Read last part of Chapter 4)
- DUE: Assignment 1 (Oct. 9)



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Week 7 – Oct. 16 and 18 – MARKETING SEGMENTATION

- Marketing Segmentation (Read Chapter 6 and handouts)

Week 8 – Oct. 23 and 25 – MARKETING PLANNING/MARKETING STRATEGY

- Marketing Planning/Marketing Strategy (Read Chapter 7 and handouts)
- DUE: Midterm 2 (Oct. 25)

Week 9 – Oct. 30 and Nov. 1 – PRODUCT MANAGEMENT/PRODUCT LIFE CYCLE

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

Week 10 – Nov. 6 and 8 –PRICE

- Price (Chapters 10 and 11)

Week 11 – Nov. 15 – B2B

- B2B Marketing (Read Chapter 5)
- DUE: Assignment 2 (Nov. 15)

Week 12 – Nov. 20 and 22 – DISTRIBUTION/RETAILING

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

Week 13 – Nov. 27 and Nov. 29 - INTEGRATED MARKETING COMMUNICATION – Part 1

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

Week 14 – Dec. 4 and 6 – INTEGRATED MARKETING COMMUNICATION – Part 2

- Sales Promotion, Public Relations, Experiential Marketing, Personal Selling (Read Chapter 15)
- DUE: Assignment 3 (Dec. 4)

Week 15 – Dec. 11– Catch up/Final Exam Prep

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

Final Exam – Dec.13 to 22 to be scheduled by the Registrar

**Joanne Balance
September 2012
Grande Prairie Regional College**