

*Grande Prairie Regional College
Business Administration*

BA 1090 Introduction to Marketing (3-0, 3 credits)

Course Outline Fall 1999

Instructor:	Tracy Aylward
Office:	J215
Telephone:	505-1634
Office Hours:	5 - 6 p.m. Wednesday or by appt.
Required Text:	Tuckwell, Keith J. (1998), <u>Canadian Marketing in Action (4th ed.)</u> , Scarborough: Prentice-Hall.

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and studied, as you would a textbook chapter.

Course Description:

The development of a strategic model and its implementation is the primary focus of this introductory course. Using the principles of product, price, promotion, and place, plus the crucial importance of the consumer, students will develop their analytical skills.

Course Format:

BA 1090 consists of 3 hours of weekly instruction Wednesday, 6:00 - 9:00 p.m. The classwork will include a combination of lectures, class discussions, videos, group work and presentations, and case studies.

Course Objectives:

The objectives of this course are:

- To acquaint students with the terminology and fundamental concepts of marketing;
- To develop business problem solving skills through the use of the case method;
- To acquaint students with the techniques used in defining and selecting target markets;
- To develop an appreciation of the importance of looking at marketing from the customer's point of view;
- To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.

University Transferability: Some universities and many professional organizations (e.g. PMAC) will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation: The following components will determine your grade:

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

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.

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

Marketing Fundamentals Quiz

The first two classes will go through 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. (Exceptions will be made for properly documented absences i.e. medical notes, etc.)

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

Midterm Exam

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

You will have 75 minutes to complete this test.

Final Exam

Like the Midterm, the Final Exam will test your ability to apply the course material. Half of the exam will be a take home case study. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will comprise the other half. The Registrar will schedule the date and time for the Final.

Key Dates for BA 1090:

Sept. 21	Marketing Fundamentals Quiz & Chapter 1 Quiz
Sept. 28	Chapter 2 Quiz
Oct. 5	Chapter 3 Quiz
Oct. 12	Chapter 6 Quiz
Oct. 19	Chapter 5 Quiz
Oct. 26	Midterm Exam
Nov. 2	Chapter 7/8 Quiz
Nov. 9	Chapter 9/4 Quiz
Nov. 16	Chapter 9/12 Quiz
Nov. 23	Chapter 12/14 Quiz
Nov. 30	Chapter 14/15/16 Quiz
Dec. 7	Chapter 10 Quiz
Dec. 13 - 21	(TBA) Final Exam

The Road to Success in BA 1090:

- **Read** the textbook before the material is covered in class.
- **Attendance** is critical for success in BA 1090.
- **Participate** actively in all in-class discussions and activities.
- **Review** the topic questions in the course schedule before each quiz and exam.
- **Learn** from your mistakes on the chapter quizzes.
- **Analyze**, do not just describe, with your case study answers.

Fall 1999 Course Schedule - Section D2

Date	Topics / Key Questions
<i>September 8</i>	<i>Course Outline</i> Reading: Outline
<i>September 15</i>	<i>Marketing Fundamentals</i> <ul style="list-style-type: none">◆ What is a TARGET MARKET? What is POSITION?◆ What is 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? Reading: Fundamentals Handout
<i>September 22</i>	<i>Introduction</i> Marketing Fundamentals Quiz, Chapter 1 Quiz <ul style="list-style-type: none">◆ 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, 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? Reading: Chapter 1 & Chapter 16 (pg. 409-21 only)
<i>September 29</i>	<i>Marketing Environment</i> Chapter 2 Quiz <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. Reading: Chapter 2 & SWOT Handouts & Volkswagen Canada Limited pg. 484-85

October 6

Marketing Planning / Marketing Strategy

Chapter 3 Quiz

- 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, and STRATEGIC 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).

Reading: Chapter 3 & McDonald's Restaurants pg. 481-83

October 13

Segmentation

Chapter 6 Quiz

- What is MARKET POTENTIAL? What is SEGMNT 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 & Chapter 5 (pg. 116-118 only) & Club Med pg. 490-1

October 20

Consumer Behavior

Chapter 5 Quiz

- 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?

Reading: Chapter 5

October 27

Consumer Behavior (continued)

Mid-term Exam

- Describe the BUYER DECISION-MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

November 3

Industrial Marketing / Product

Chapter 7 and 8 Quiz

- 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?
- 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 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?

Reading: Chapter 7, Chapter 8

November 10

Product Life Cycle / Marketing Research

Chapter 9 (PLC only) and Chapter 4 Quiz

- Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage?
- 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.

Reading: Chapter 9, Chapter 4

November 17

Product / Place

Chapter 9 and Chapter 12 Quiz

- 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.
- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.

Reading: Chapter 9, Chapter 12

November 24

Place / Promotion

Chapter 12 and Chapter 14 Quiz

- Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution.
- What is CHANNEL CONFLICT? Why does it occur? What is VMS?
- What is MULTI-LEVEL marketing? How does it differ from conventional distribution?

- 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?

Reading: Chapter 12, Chapter 14

December 1

Promotion / Direct Marketing

Chapter 14, Chapter 15, and Chapter 16 Quiz

- What is ADVERTISING? What is COOPERATIVE ADVERTISING?
- Discuss the relative merits of the following advertising mediums: TV, 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.

- 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.

- What is DIRECT MARKETING? Contrast Direct Marketing with Conventional Marketing. Briefly describe 5 different types of Direct Marketing?

Reading: Chapter 14, Chapter 15, Chapter 16 (pg. 401-09 only)

December 8

Price / Review

Chapter 10 Quiz and Take-Home Final Distributed

- Compare PRICE and 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?

- Practice Case

Reading: Chapter 10, Chapter 11 (pg. 258-61 and 271-73 only), & Waterloo Life Insurance Company pg. 507-08

December 13 - 21

Final Exam