

SEP. 13 2002

*Grande Prairie Regional College
Department of Business Administration*

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

Course Outline Fall 2002

- Instructor:** Tracy Howlett
- Office Particulars:** C406
Tel.: 539-2711
e-mail: thowlett@gprc.ab.ca
- Office Hours:** Monday, Tuesday & Thursday, 2:30 - 3:30 p.m. or by appointment
- Required Text:** Tuckwell, Keith J. (2002). Canadian Marketing in Action (5th ed.), 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 prepared, 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, place, and promotion, plus the crucial importance of the consumer, students will develop their analytical skills.

Course Format:

BA 1090 consists of 160 minutes of weekly instruction Tuesday & Thursday, 10:00-11:20 a.m. for Section B2 and 11:30 - 12:50 p.m. for Section C2. The class-work will include a combination of lectures, class discussions, videos, group work and presentations, and case studies.

Course Objectives:

The objectives for 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 familiarize 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, worth 10% of the final grade, will reflect both of these components.

Marketing Fundamentals Quiz

After a brief introduction into the Marketing course in Week 2, the classes in Week 3 will go through the basics of marketing. A strong grasp of those basics is needed to understand the rest of the course. The Fundamentals Quiz will be composed of reverse definitions and multiple-choice questions, and will represent 5% of your final grade.

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 10 minutes to complete. We will mark and de-brief 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 exam, which represents 20% of your final grade.

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 Exam, worth 35% of your final grade.

Key Dates for BA 1090:

Sept. 12	Chapters 1 & 2 Quiz
Sept. 19	Marketing Fundamentals Quiz
Sept. 26	Chapters 3 & 17 Quiz
Oct. 3	Chapter 6 Quiz
Oct. 10	Chapter 5 Quiz
Oct. 17	Midterm Exam
Oct. 24	Chapters 7 & 8 Quiz
Oct. 31	Chapter 9 Quiz
Nov. 7	Chapter 12 Quiz
Nov. 14	Chapters 10 & 11 Quiz
Nov. 21	Chapter 14 Quiz
Nov. 28	Chapter 15 Quiz
Dec. 5	Chapter 16 Quiz
Dec. 9 - 18	Final Exam (TBA)

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, when completing your case study answers.
- **HAVE FUN WHILE LEARNING!**

Fall 2002 Course Schedule – Sections B2 and C2	
Date	Topics / Readings
Week 1, Sept. 5	<i>Course Outline</i> Reading: Outline
Week 2, Sept. 10, 12	<i>Chapter 1 - Introduction</i> <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, TECHNOLOGY, SOCIAL RESPONSIBILITY and INTERNET & E-COMMERCE. <i>Chapter 2 - Marketing Environment</i> <ul style="list-style-type: none"> • What is INTERNAL ENVIRONMENT? • What is the EXTERNAL MACRO ENVIRONMENT? Briefly describe some of the important trends in the 7 MACRO ENVIRONMENTS. • Discuss the 4 MARKET STRUCTURES in Canada. • Compare DIRECT COMPETITION TO INDIRECT COMPETITION Describe the 4 COMPETITIVE POSITIONS. Reading: Chapter 1 & Chapter 2 (except pg. 28-34) Quiz: Chapters 1 & 2
Week 3, Sept. 17, 19	<i>Chapter 2 - Marketing Fundamentals</i> <ul style="list-style-type: none"> • What is TARGET MARKET? What is POSITION? • What is MARKETING MIX? What is PRODUCT? • What is PLACE (DISTRIBUTION)? What is PRICE? • Describe the relationship between NEEDS, TARGET MARKETS, POSITION, and the MARKETING MIX? Reading: Fundamentals Handout, Chapter 2: pg. 28-34 <i>Chapter 3 - Marketing Planning/Marketing Strategy</i> <ul style="list-style-type: none"> • Relate and apply the concept of SWOT analysis. Reading: SWOT Handouts & Case Study Marketing Fundamentals Quiz
Week 4, Sept. 24, 26	<i>Chapter 3 - Marketing Planning/Marketing Strategy</i> <ul style="list-style-type: none"> • 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, and STRATEGIC UNITS? • Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.

- 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.

- What is INTERNAL ENVIRONMENT?
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- Discuss the 4 MARKET STRUCTURES in Canada.
- Compare DIRECT COMPETITION TO INDIRECT COMPETITION Describe the 4 COMPETITIVE POSITIONS.

- What is TARGET MARKET? What is POSITION?
- What is MARKETING MIX? What is PRODUCT?
- What is PLACE (DISTRIBUTION)? What is PRICE?
- Describe the relationship between NEEDS, TARGET MARKETS, POSITION, and the MARKETING MIX?

- Relate and apply the concept of SWOT analysis.

- 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, 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).

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 its shortcomings?
- ◆ Relate the Marketing Mix to ONLINE MARKETING STRATEGY.

Reading: Chapter 3 & Chapter 17

Quiz: Chapters 3 & 17

Week 5, 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: Chapter 6

Week 6, Oct. 8, 10

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 influence of FAMILY & the FAMILY LIFE CYCLE on consumer behavior.
- ◆ 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 CONSUMER PURCHASE DECISION PROCESS. Compare a ROUTINE decision with a COMPLEX decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

Reading: Chapter 5

Quiz: Chapter 5

Week 7, Oct. 15, 17

Mid-Term Exam – Oct. 17

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 and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS.

Reading: Chapter 4

Midterm Exam (Chapters 1-6, 17)

Week 8, Oct. 22, 24

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 CENTRE & a BUYING COMMITTEE? What are the 3 types of BUSINESS BUYING DECISIONS?

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 & 3 CLASSES OF BUSINESS GOODS? What is a BRAND? 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? Discuss the concept of BRAND LOYALTY.

- ♦ What are the 3 functions of PACKAGING?

Reading: Chapter 7 & Chapter 8

Quiz: Chapters 7 & 8

Week 9, Oct. 29, 31

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 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.

Reading: Chapter 9 & Case Study

Quiz: Chapter 9

Week 10, Nov. 5, 7

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: Chapter 12

Week 11, Nov. 12, 14

Chapter 10 - Price

- What is PRICE? What are 3 common PRICING OBJECTIVES?
- Discuss the 5 FACTORS AFFECTING PRICING
- Discuss the 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, Chapter 11

Quiz: Chapters 10 & 11

Week 12, Nov. 19, 21

Chapter 14 - Marketing Communications (Advertising & Public Relations)

- What are the 7 elements of the MARKETING COMMUNICATIONS MIX? What is the 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: Chapter 14

Week 13, Nov. 26, 28

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's a CALL CENTRE? 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: Chapter 15

Week 14, Dec. 3, 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 commonly used ones.
- 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

Quiz: Chapter 16

CONCLUSION & REVIEW

Week 15-16, Dec. 9-18

Final Exam (TBA)

CONGRATULATIONS!

**YOU MADE IT
THROUGH BA 1090!**

