



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

#### COURSE OUTLINE – WINTER 2006

#### BA 1090 3(3-0-0)UT – Introduction to Marketing

**Instructor** Trevor Thomas

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**Office Hours** Tuesday and Thursday  
10:00 – 11:30 am or  
by appointment

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#### **Prerequisite:**

None

#### **Required Text/Resource Materials:**

Tuckwell, Keith J. *Canadian Marketing in Action, 6th ed.* Scarborough: Prentice-Hall, 2004.

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **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.

#### **Credit/Contact Hours:**

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

## **Delivery Modes:**

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required; homework problems; ask questions in class; request additional sessions with your instructor during his posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

## **Objectives:**

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To develop business problem solving skills thorough 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.

## **Transferability:**

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thomposn Rivers' University, and Royal Roads University. Students intending to transfer to a post-secondary institution to take advantage of a transfer opportunity are advised to check with the appropriate college/institution for the latest transfer information as acceptance of transfer courses is at the discretion of the receiving college.

**Grading Criteria:**

<b>MARKS</b>	Fundamentals Test	5%
	Quizzes	35%
	Midterm Exam	25%
	Final Exam	35%
	Professionalism	10%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department  
Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **The 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.

### **Marketing Fundamentals Quiz**

During the first week of classes, we will go over 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.

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 9 of 10 quizzes will count towards 35 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, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed.

If you attend all of the classes and at least contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 10 percent of your course grade for inadequate attendance and/or participation

## **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. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.

Date	Topics / Key Questions	Reading
Jan 3,5	<b>Course Outline / Marketing Fundamentals</b>	
	<ul style="list-style-type: none"> <li>- Review course outline</li>   <li>-What is a TARGET MARKET? What is POSITION? What is the MARKETING MIX? What is a PRODUCT?</li> <li>-What is PLACE(DISTRIBUTION)? What is PRICE?</li> <li>-What is PROMOTION? What are the PROMOTIONAL TOOLS?</li> <li>- Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX?</li> </ul>	<p><b>Course Outline</b></p> <p><b>Fundamentals Handout</b></p> <p><b>p .29-35</b></p>
Jan 10, 12	<p><b>Marketing Fundamentals / Introduction</b></p> <p>Marketing Fundamentals Quiz – Thursday, Jan 12</p>	
	<ul style="list-style-type: none"> <li>- What is MARKETING? What is a MARKET?</li> <li>- Describe the evolution of the 4 MARKETING ORIENTATIONS.</li> <li>- Describe in detail the 6 elements of the MARKETING PROCESS.</li> <li>- Discuss the following emerging issues in marketing: CUSTOMER RELATIONSHIP MANAGEMENT, DATABASE MARKETING, TECHNOLOGY, THE INTERNET and E-COMMERCE, GLOBALIZATION, CONTINUOUS IMPROVEMENT, and SOCIAL RESPONSIBILITY.</li> </ul>	<b>Chapter 1</b>
Jan. 17,19	<p><b>Marketing Environment</b></p> <p><b>Chapter 2 Quiz – Tuesday, Jan 17</b></p>	
	<ul style="list-style-type: none"> <li>- Explain the relationship between PUBLIC IMAGE and the MARKETING MIX.</li> <li>- List and explain the 4 components of the INTERNAL ENVIRONMENT?</li> <li>- What is the EXTERNAL ENVIRONMENT? Briefly describe some of the important trends in the following EXTERNAL ENVIRONMENTS: ECONOMIC, COMPETITIVE, SOCIAL/DEMOGRAPHIC, TECHNOLOGICAL, and LEGAL/REGULATORY.</li> <li>-Compare DIRECT COMPETITION to INDIRECT COMPETITION. Describe the 4 COMPETITIVE POSITIONS. Explain the 4 different MARKET STRUCTURES.</li>   <li>-Relate and apply the concept of SWOT analysis.</li> </ul>	<p><b>Chapter 2</b></p>          <p><b>SWOT Handouts</b> and <b>CASE TBA</b></p>

Jan 24, 26

### **Marketing Planning/Marketing Strategy**

Chapter 7 Quiz - Tuesday, Jan. 24

- Describe the relationship between OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. Explain the PLAN-DO-CHECK cycle.
- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY. What is a MISSION STATEMENT? What is a VISION STATEMENT?
- Briefly describe the following Corporate Strategies: PENETRATION, CROSS MARKETING, STRATEGIC ALLIANCES, ACQUISITIONS, DIVESTMENTS, VERTICAL INTEGRATION, NEW PRODUCT STRATEGY, CROSS MARKETING
- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.
- What is a CONTINGENCY PLAN?
- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies)

**Chapter 7  
CASE TBA**

Jan 31, Feb 2

### **Segmentation**

Chapter 6 Quiz – Tuesday, Jan. 31

- 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.
- What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING?

**Chapter 6  
CASE TBA  
p.104-5**

Feb 7, 9 **Consumer Behavior**

Chapter 4 Quiz – Tuesday, Feb 7

- 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.
- Distinguish between a MOTIVE and a NEED. Explain how MASLOW'S HIERARCHY applies to buying behavior.
- Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and

**Chapter 4**

- SELECTIVE RETENTION are important to marketers.
- How does PERCEIVED RISK affect buying decisions?
- What is an ATTITUDE? What is a BELIEF? Why are they important to marketers?
- Discuss the consumer behaviors of the 6 LIFESTYLE segments.
- Discuss the impact of TECHNOLOGICAL and ECONOMIC influences on consumer behavior.

Feb 14, 16 **Consumer Behavior (continued) / Mid-term Exam**  
**Midterm Exam - Thursday, Feb. 16**

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

Feb 28 Mar 2 **B2B Marketing / Marketing Research**  
**Chapter 5/3 Quiz – Thursday Mar. 2**

- 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 OUTSOURCING? What is E-PROCUREMENT? **Chapter 5**

- 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 vs ONLINE SURVEYS **Chapter 3**

Mar 7, 9 **Product Management**  
**Chapter 8/9 - Thursday, March 9**

- What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP? **Chapter 8**
- Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.
- What is a BRAND? What is BRAND EQUITY? What are the benefits of the brand for consumers? What are the benefits of branding for marketers? What is a 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? What are the 3 functions of a LABEL?



- Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending the Product Life Cycle.
- Describe the 5 stages in the ADOPTION PROCESS. Describe the 5 CATEGORIES OF ADOPTERS
- What are the 7 steps of the NEW PRODUCT DEVELOPMENT PROCESS?
- What are the 3 advantages of getting to market quickly?

## Chapter 9

Mar 14, 16 **E-Commerce**

*No Quiz this week*

- What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. Describe how people on the Internet react and respond differently from typical consumers. Differentiate between the B2C and B2B E-COMMERCE. List and explain the 3 INTERNET MARKETING OPPORTUNITIES. List and explain the 7 KEY MARKETING FUNCTIONS that the Internet can perform.

**p. 469-77**

Mar 21, 23 **Place**  
**Chapter 12 Quiz – Thursday, March 23**

- .-What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform? **Chapter 12**
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.
- Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution
- What is CHANNEL CONFLICT? Why does it occur? What is a VMS? What is SUPPLY CHAIN MANAGEMENT?
- Describe the four NEW DISTRIBUTION STRATEGIES: Direct Marketing, Electronic Marketing, Multi-Level Marketing, and Contract Marketing.

March 28, 30 **Integrated Marketing Communication (Promotion) / Advertising**  
**Chapter 14 Quiz – Thursday, March 30**

- What are the 7 elements of the PROMOTION (Integrated Marketing Communications Mix)? List 5 different MARKETING COMMUNICATIONS OBJECTIVES?
- What is a PUSH strategy? What is a PULL strategy?
- List 3 determinants for the size of a promotional budget? List 4 ways to determine a promotional budget.
- What is a promotional campaign? Why is consistency important with promotion?
- What is ADVERTISING? Explain the AIDA model.
- Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME., DIRECT MARKETING, INTERNET

April 4, 6 **Direct Marketing and Other Promo Tools**

**Chapter 14, 15, and 16 Quiz – Thursday, April 6**

-What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE.

**Chapter 14**

- What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, TELEMARKETING, WEB SITES, E-MAIL MARKETING.

**Chapter 15**

-What is SALES PROMOTION? Recognize various sales promotion tools. When is sales promotion used?

**Chapter 16**

-What is PERSONAL SELLING? When is it used?

-What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing.

Apr 11, 13

**Price**

**Chapter 10 Quiz – Tuesday, April 11**

**Take Home Final Distributed – April 13**

-Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING. Discuss the 3 BASIC PRICING METHODS.

**Chapter 10**

-Compare a SKIMMING strategy to a PENETRATION strategy. What is PSYCHOLOGICAL PRICING?

**Pg. 305-07  
and 292-95**

-Practice case

Case TBA

April 16, 27

**Final Exam**

**Final Exam - T.B.A.**