



# Grande Prairie Regional College

Department: Business Administration and Commerce

## COURSE OUTLINE – WINTER 2009

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

<b>Instructor</b>	Trevor Thomas	<b>Phone</b>	539-2824 (office)
<b>Office</b>	C309	<b>E-mail</b>	<a href="mailto:tthomas@gprc.ab.ca">tthomas@gprc.ab.ca</a>
<b>Office Hours</b>	Monday and Wednesday 12:00 – 1:00 pm or by appointment		

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#### **Prerequisite:**

None

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

Tuckwell, Keith J. <i>Canadian Marketing in Action, 7th ed.</i> Scarborough: Prentice-Hall, 2007.
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**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.

#### **Delivery Modes:**

The text book will be the main source of information for this class. For each topic listed, there will be supplemental Moodle assignments and readings. 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.

There are *supplemental* assignments on the Moodle site. The chapter quizzes and Internet exercises all designed to help you gain extra knowledge of the content presented. They are not required but will help students if they are in need of some extra help.

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. The student will be able to describe fundamental marketing concepts.
2. The student will be able to identify and demonstrate business problem solving skills through the use of case studies.
3. The student will be able to identify and demonstrate techniques used in defining and selecting target markets.
4. The student will be able to accept and relate to a customer's point of view in terms of marketing.
5. The student will be able to apply and interrelate the components of the marketing mix and demonstrate how they relate to solving marketing problems.

**Grading Criteria:**

<b>MARKS</b>	Cases	40%
	Midterm Exam	25%
	Final Exam	35%

Grades will be assigned on the Letter Grading System.

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

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

**Midterm Exam:**

The midterm exam will be a combination of multiple choice and long answer questions. It will test student's ability to understand the terminology along with applying this terminology to real life cases. You will have 75 minutes to complete this test.

**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 case study. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half.

**Course Schedule:**

Date	Topics / Key Questions	Reading/Assignment
Week 1	<p><b>Course Outline / Marketing Fundamentals</b>            Review course outline            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?</p>	Course Outline
Week 2	<p><b>Marketing Fundamentals / Introduction</b>            What is MARKETING? What is a MARKET?            Describe the evolution of the 4 MARKETING ORIENTATIONS.            Describe in detail the 6 elements of the MARKETING PROCESS.            Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.</p>	Chapter 1
Week 3	<p><b>Marketing Environment</b>            List and explain the components of the INTERNAL ENVIRONMENT?            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.            Compare DIRECT COMPETITION to INDIRECT COMPETITION.            Describe the 4 COMPETITIVE POSITIONS. Explain the 4 different MARKET STRUCTURES.            Relate and apply the concept of SWOT analysis.</p>	Chapter 2
Week 4	<p><b>Marketing Planning/Marketing Strategy</b>            Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. Explain the PLAN-DO-CHECK cycle.            Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY.            Briefly describe the following Corporate Strategies: PENETRATION, ACQUISITIONS, NEW PRODUCT, VERTICAL AND HORIZONTAL INTEGRATION, STRATEGIC ALLIANCE, DIVESTMENT.            Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the</p>	Chapter 7



	COGNITIVE DISSONANCE (buyer's remorse)?	<b>Midterm</b>
Week 7	<p><b>Marketing Research</b></p> <p>Outline the MARKETING RESEARCH PROCESS</p> <p>Differentiate between PRIMARY and SECONDARY DATA.</p> <p>Differentiate between INTERNAL and EXTERNAL DATA.</p> <p>Differentiate between QUANTITATIVE and QUALITATIVE research.</p> <p>What is a FOCUS GROUP?</p> <p>Discuss the advantages and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS vs ONLINE SURVEYS</p>	<b>Chapter 3</b>
Week 8	<p><b>B2B Marketing/Midterm</b></p> <p>What are the 5 different BUSINESS MARKETS?</p> <p>Discuss how business buying decisions differ from consumer buying decisions (Figure 5.3).</p> <p>Discuss the role of INTEGRATION and PARTNERING in B2B Marketing.</p> <p>What is a BUYING COMMITTEE? Explain the BUYING CENTRE concept.</p> <p>What are the 3 types of BUSINESS BUYING DECISIONS?</p> <p>Compare the TYPICAL BUSINESS BUYING DECISION PROCESS (Figure 5.7) to the CONSUMER PURCHASE DECISION PROCESS.</p> <p>What is OUTSOURCING? What is E-PROCUREMENT?</p>	<b>Chapter 5</b>
Week 9	<p><b>Product Management</b></p> <p>What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP?</p> <p>Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.</p> <p>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 a LICENSED BRAND? What is CO-BRANDING?</p> <p>What are the 3 reasons for PACKAGING? What are the 3 functions of a LABEL?</p> <p>Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending the Product Life Cycle.</p> <p>Describe the 5 CATEGORIES OF ADOPTERS. Relate</p>	<p><b>Chapter 8</b></p> <p><b>Chapter 9</b></p>

	the CATEGORIES to the PRODUCT LIFE CYCLE.	
Week 10	<p><b>Distribution (Place)</b>  What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?  What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.  Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution  Discuss the 3 types of CHANNEL CONTROL.  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.</p>	<p><b>Chapter 12</b></p> <p><b>Case 3</b></p>
Week 11	<p><b>Integrated Marketing Communication (Promotion) / Advertising</b>  Describe each of the 7 elements of the PROMOTION MIX (Integrated Marketing Communications).  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.  Briefly describe CREATIVE STRATEGY and MEDIA STRATEGY.  Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME, DIRECT MARKETING, INTERNET.</p>	<p><b>Chapter 14</b></p>
Week 12	<p><b>Sales Promotion and Personal Selling</b>  What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, ATALOGUES, and TELEMARKETING.  What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages?</p>	<p><b>Chapter 15</b></p> <p><b>Case 4</b></p>
Week 13	<p><b>Other Promo Tools and Internet Marketing</b>  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 5 CONSIDERATIONS for participation in Event Marketing.</p>	<p><b>Chapter 16</b></p>

	<p>What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. What is MASS CUSTOMIZATION?</p> <p>Describe how people on the Internet react and respond differently from typical consumers.</p> <p>List and explain the 4 TYPES OF PRODUCTS that sell well online.</p> <p>Differentiate between the B2C and B2B E-COMMERCE.</p> <p>What is EDI?</p>	<p><b>Chapter 17</b></p>
<p>Week 14</p>	<p>Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING. Discuss the 3 BASIC PRICING METHODS. Describe 6 LEGAL ISSUES around pricing.</p> <p>Compare a SKIMMING strategy to a PENETRATION strategy. What is PSYCHOLOGICAL PRICING?</p>	<p><b>Chapter 10</b></p> <p><b>Chapter 11</b></p> <p><b>Final Exam (TBA)</b></p>