

# Introduction to Marketing

*BA 1090 (3-0, 3 credits)*

## Welcome to the World of Marketing

### Basic Course Information

#### Instructor

Bill Corcoran  
Room E 401-4  
539-2735 or bcorcoran@gprc.ab.ca

#### Office Hours

Before or after class or by appointment.

#### Text

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

#### Text Usage

The text will be used extensively in this course. You must have access to one. Using the 5th edition of Tuckwell or another intro marketing text is ok if you are willing to match the topics to the course outline.

#### Transferability

Some universities and many professional organizations (e.g. PMAC) will accept this course for credit. Please check with the receiving institution or organization.

#### Grading Scheme

|                               |     |
|-------------------------------|-----|
| Fundamentals Quiz .....       | 5%  |
| Chapter Reading Quizzes ..... | 30% |
| Mid term Exam .....           | 20% |
| Final Exam .....              | 35% |
| Class Participation .....     | 10% |



### Course 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.

### Tips for Succeeding in this Course

1. **Read** the textbook before the material is covered in class.
2. **Attend** all scheduled classes.
3. Actively **participate** in all in-class discussions and activities.
4. **Review** the topic questions in the course schedule before each quiz and exam.
5. **Learn** from your mistakes on the chapter quizzes.
6. **Analyze**, don't just describe, with your case study answers.

## Key Dates

|                    |                        |                     |                       |
|--------------------|------------------------|---------------------|-----------------------|
| Wednesday, Sep. 17 | Mktg Fundamentals Quiz | Wednesday, Oct. 29  | Chapter 5/8 Quiz      |
| Wednesday, Sep. 17 | Chapter 1 Quiz         | Wednesday, Nov. 5   | Chapter 9/3 Quiz      |
| Wednesday, Sep. 24 | Chapter 2 Quiz         | Wednesday, Nov. 12  | Chapter 9/12 Quiz     |
| Wednesday, Oct. 1  | Chapter 7 Quiz         | Wednesday, Nov. 19  | Chapter 12/14 Quiz    |
| Wednesday, Oct. 8  | Chapter 6 Quiz         | Wednesday, Nov. 26  | Chapter 14/15/16 Quiz |
| Wednesday, Oct. 15 | Chapter 4 Quiz         | Wednesday, Dec. 3   | Chapter 10 Quiz       |
| Wednesday, Oct. 22 | Mid Term Exam          | Dec. 11 to 19 (TBA) | Final Exam            |

## The Gory 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 10 of 11 quizzes will count towards 30 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, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class activities.

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

### 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.

**Course 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.

**Grading**

| Alpha Grade | 4-Point Equivalent | Percentage | Designation          |
|-------------|--------------------|------------|----------------------|
| A+          | 4.0                | 90-100     | Excellent            |
| A           | 4.0                | 85-89      | First Class Standing |
| A-          | 3.7                | 80-84      |                      |
| B+          | 3.3                | 76-79      |                      |
| B           | 3.0                | 73-75      | Good                 |
| B-          | 2.7                | 70-72      | Satisfactory         |
| C+          | 2.3                | 67-69      |                      |
| C           | 2.0                | 64-66      |                      |
| C-          | 1.7                | 60-63      | Minimal Pass         |
| D+          | 1.3                | 55-59      |                      |
| D           | 1.0                | 50-54      |                      |
| F           | 0.0                | 0-49       | Fail                 |

**Fall 2003 Class Schedule**

| Date   | Topics / Key Questions  | Reading   |
|--------|---|---|
| Sep 3  | <b>Course outline</b><br>- Review course outline  | <b>Course Outline</b>                                 |
| Sep 10 | <b>Marketing Fundamentals</b><br><br>-What is a TARGET MARKET? What is POSITION?<br>-What is the MARKETING MIX? What is a PRODUCT?<br>-What is PLACE(DISTRIBUTION)? What is PRICE?<br>-What is PROMOTION? What are the PROMOTIONAL TOOLS?<br>- Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX? | <b>Fundamentals Handout</b><br>and<br><b>p .29-35</b> |

## Fall 2003 Class Schedule

| Date   | Topics / Key Questions  | Reading  |
|--------|---|--|
| Sep 17 | <p><b>Introduction/E-Commerce</b><br/> <b>Marketing Fundamentals Quiz - Wednesday, September 17</b><br/> <b>Chapter 1 Quiz - Wednesday, September 17</b></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> <li>- 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.</li> </ul> | <p><b>Chapter 1</b></p> <p><b>p. 469-77</b></p>                  |
| Sep 24 | <p><b>Marketing Environment</b><br/> <b>Chapter 2 Quiz - Wednesday, September 24</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 and CASE TBA</b></p> |

## Fall 2003 Class Schedule

| Date  | Topics / Key Questions   | Reading  |
|-------|--|--|
| Oct 1 | <p><b>Marketing Planning/Marketing Strategy</b><br/> <b>Chapter 7 Quiz - Wednesday, October 1</b></p> <ul style="list-style-type: none"> <li>- Describe the relationship between OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. Explain the PLAN-DO-CHECK cycle.</li> <li>- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY. What is a MISSION STATEMENT? What is a VISION STATEMENT?</li> <li>- Briefly describe the following Corporate Strategies: PENETRATION, CROSS MARKETING, STRATEGIC ALLIANCES, ACQUISITIONS, DIVESTMENTS, VERTICAL INTEGRATION, NEW PRODUCT STRATEGY, CROSS MARKETING</li> <li>- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.</li> <li>- What is a CONTINGENCY PLAN?</li> <li>- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies).</li> </ul> | <p><b>Chapter 7</b><br/> <b>and CASE TBA</b></p>                     |
| Oct 8 | <p><b>Segmentation</b><br/> <b>Chapter 6 Quiz - Wednesday, October 8</b></p> <ul style="list-style-type: none"> <li>-What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do and marketers use MULTIPLE BASIS FOR SEGMENTATION? What is a TARGET MARKET?</li> <li>-Compare a MASS MARKETING strategy with a SEGMENTATION strategy.</li> <li>-Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic.</li> <li>-Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.</li> <li>-Explain the MARKETING SEGMENTATION CONTINUUM.               <ul style="list-style-type: none"> <li>-What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING?</li> </ul> </li> </ul>   | <p><b>Chapter 6</b><br/> <b>CASE TBA</b><br/> <b>and p.104-5</b></p> |

## Fall 2003 Class Schedule

| Date   | Topics / Key Questions   | Reading   |
|--------|--|---|
| Oct 15 | <p><b>Consumer Behavior</b><br/> <b>Chapter 4 Quiz - Wednesday, October 15</b></p> <ul style="list-style-type: none"> <li>-Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?”</li> <li>-Discuss the influence of CULTURE and SUBCULTURE on consumer behavior.</li> <li>-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?</li> <li>-Discuss the following influences on consumer behavior: FAMILY, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFESTYLE, and SELF CONCEPT.</li> <li>-Distinguish between a MOTIVE and a NEED. Explain how MASLOW’S HIERARCHY applies to buying behavior.</li> <li>-Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers.</li> <li>- How does PERCEIVED RISK affect buying decisions?</li> <li>-What is an ATTITUDE? What is a BELIEF? Why are they important to marketers?</li> <li>- Discuss the consumer behaviors of the 6 LIFESTYLE segments.</li> <li>- Discuss the impact of TECHNOLOGICAL and ECONOMIC influences on consumer behavior.</li> </ul> | <p><b>Chapter 4</b></p>                         |
| Oct 22 | <p><b>Consumer Behavior (continued)</b><br/> <b>Midterm Exam - Wednesday, October 22</b></p> <ul style="list-style-type: none"> <li>-Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?</li> </ul>  |   |
| Oct 29 | <p><b>B2B Marketing / Product</b><br/> <b>Chapter 5 and 8 Quiz -Wednesday, October 29</b></p> <ul style="list-style-type: none"> <li>-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?</li> <li>-What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP?</li> <li>-Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.</li> <li>-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?</li> <li>-What are the 3 reasons for PACKAGING? What are the 3 functions of a LABEL?</li> </ul>   | <p><b>Chapter 5</b></p> <p><b>Chapter 8</b></p> |

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|--------|---|---|
| Nov 5  | <p><b>Product Management / Marketing Research</b><br/> <b>Chapter 9 (PLC only) and Chapter 3 Quiz - Wednesday, November 5</b></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>-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</p>   | <p><b>Chapter 9</b></p> <p><b>Chapter 3</b></p>   |
| Nov 12 | <p><b>Product Management / Place</b><br/> <b>Chapter 9 and 12 Quiz - Wednesday, November 12</b></p> <p>-What are the 7 steps of the NEW PRODUCT DEVELOPMENT PROCESS?<br/>           - What are the 3 advantages of getting to market quickly?<br/>           -Describe the 5 stages in the ADOPTION PROCESS. Describe the 5 CATEGORIES OF ADOPTERS.</p> <p>-What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?<br/>           -What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.</p>   | <p><b>Chapter 9</b></p> <p><b>Chapter 12</b></p>  |
| Nov 19 | <p><b>Place / Promotion</b><br/> <b>Chapter 12 and 14 Quiz - Wednesday, November 19</b></p> <p>-Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution<br/>           -What is CHANNEL CONFLICT? Why does it occur? What is a VMS? What is SUPPLY CHAIN MANAGEMENT?<br/>           - Describe the four NEW DISTRIBUTION STRATEGIES: Direct Marketing, Electronic Marketing, Multi-Level Marketing, and Contract Marketing.</p> <p>-What are the 7 elements of the PROMOTION (Integrated Marketing Communications Mix)? List 5 different MARKETING COMMUNICATIONS OBJECTIVES?<br/>           -What is a PUSH strategy? What is a PULL strategy?<br/>           -List 3 determinants for the size of a promotional budget? List 4 ways to determine a promotional budget.<br/>           -What is a promotional campaign? Why is consistency important with promotion?</p> | <p><b>Chapter 12</b></p> <p><b>Chapter 14</b></p> |

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| Date           | Topics / Key Questions  | Reading  |
|----------------|---|--|
| Nov 26         | <p><b>Promotion / Direct Marketing</b><br/> <b>Chapter 14, 15, and 16 Quiz - Wednesday, November 26</b></p> <p>-What is ADVERTISING? Explain the AIDA model.<br/>           -Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME., DIRECT MARKETING, INTERNET.<br/>           -What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE.</p> <p>- 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.</p> <p>-What is SALES PROMOTION? Recognize various sales promotion tools. When is sales promotion used?<br/>           -What is PERSONAL SELLING? When is it used?<br/>           -What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing.</p> | <p><b>Chapter 14</b></p> <p><b>Chapter 15</b></p> <p><b>Chapter 16</b></p>   |
| Dec 3          | <p><b>Price</b><br/> <b>Chapter 10 Quiz - Wednesday, Dec. 3</b><br/> <b>Take Home Final Distributed – Wednesday, Dec. 3</b></p> <p>-Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING. Discuss the 3 BASIC PRICING METHODS.<br/>           -Compare a SKIMMING strategy to a PENETRATION strategy. What is PSYCHOLOGICAL PRICING?</p> <p>-Practice case</p>   | <p><b>Chapter 10</b></p> <p><b>Pg. 305-07 and 292-95</b></p> <p>Case TBA</p> |
| Dec 11-19      | <p><b>Final Exam</b><br/> <b>Final Exam - T.B.A.</b></p>  |  |
| September 2003 |   |  |