

Introduction to Marketing

Grande Prairie Regional College – Business Department
BA 1090 A3 (3-0, 3 credits)
Winter 2010 Semester

Welcome to the World of Marketing

Basic Course Information

Instructor

Bill Corcoran
Room C 412
539-2735 or
bcorcoran@gprc.ab.ca

Office Hour

TR 10:00-11:30 or by appointment
Appointed is probably better since
I'm prone to wandering

Text

Tuckwell, Keith J. *Canadian Marketing in Action (8th ed.)*
Toronto: Pearson Education, 2010.

Text Usage

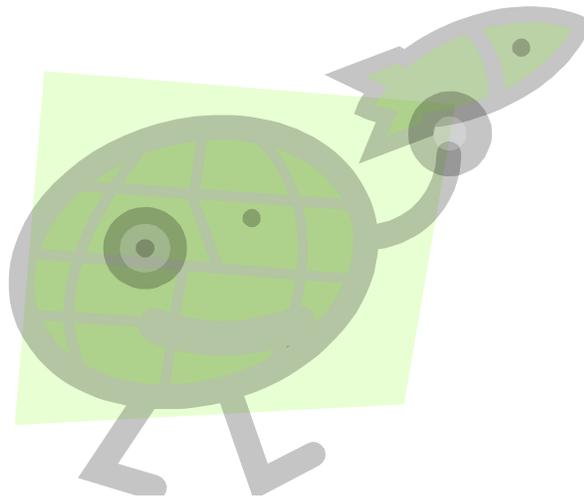
The text will be used extensively in this course. You must have access to one. Using the 7th edition of Tuckwell or another intro marketing text is ok if you are willing to match the topics to course outline.

Transferability

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

Grading Scheme

Fundamentals Test	10%
SWOT Analysis10%
Test 1	15%
Test 2	15%
Test 3	15%
Final Exam	35%
Class Participation	up to -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 quizzes.
6. **Analyze**, don't just describe, with your case study answers.
7. **Visit** the Blackboard site for this course to get copies of the Power Point presentations and other supplementary materials.

Key Dates

Thursday, January 14	Mktg Fundamentals Quiz
Tuesday, February 2	SWOT Analysis Due
Thursday, February 11	Test 1
Thursday, March 4	Test 2
Thursday, April 1	Test 3
April 17 to 29 (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.

I've prepared Power Point presentations for most of the course topics. You can access copies of these presentations on the BA 1090 Blackboard site.

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.

SWOT Analysis Assignment

SWOT analysis is a powerful business planning tool. Developing the ability to use this tool is very good skill for aspiring business people.

For this assignment, you will be given a case study and asked to compose a SWOT Analysis. The case will be distributed a week

before it's due.

Note: Some of the Tests and the Final Exam will include a SWOT Analysis.

Tests

The tests(and final) will test your understanding and ability to apply the course material. Accordingly, the test will be comprised of a variety of multiple choice, reverse definition, short answer, long answer, and case study questions.

You will have 75 minutes to complete these tests.

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

Cell Phones

Over the past few years, I've noted that students are becoming increasingly distracted by their cell phones, Blackberries, etc. The use of these devices during class is very distracting to both me and other students trying to pay attention.

Please shut off your cellular devices while class is in session. If you absolutely must receive a call or text during class, excuse yourself and take the call outside the classroom.

Do not send or receive text messages while class in session. Let me repeat that: **Do not send or receive text messages while class is in session.** If you need this statement clarified, please ask – I can translate it into French or other language if need be.

Students who insist on texting during class will be asked to leave.

Final Exam

Like the tests, 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/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

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

Class Schedule

Date	Topics / Key Questions	Reading
Jan 5,7	<p>Course Outline / Marketing Fundamentals</p> <ul style="list-style-type: none"> - 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 Fundamentals Handout and P. 13-26</p>
Jan 12,14	<p>Marketing Fundamentals / Introduction</p> <p>Marketing Fundamentals Quiz - Thursday, Jan. 14</p> <ul style="list-style-type: none"> - Finish off Marketing Fundamentals - What is MARKETING? What is a MARKET? - Describe the evolution of the 4 MARKETING ORIENTATTIONS. - Describe in detail the 5 elements of the MARKETING PROCESS (Figure 1.6). -Define: CUSTOMER RELATIONSHIP MARKETING and PARTNERSHIP MARKETING - Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING. 	<p>Chapter 1</p>

Class Schedule

Date	Topics / Key Questions	Reading
Jan 19, 21	Marketing Environment	
	<ul style="list-style-type: none"> - List and explain the components of the INTERNAL ENVIRONMENT? - List and explain the components of the EXTERNAL MICRO-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. 	<p>Handouts</p> <p>Chapter 2 and Handouts</p>
Jan 26,28	SWOT Analysis/Consumer Behavior	
	SWOT Analysis Assignment Distributed- Tuesday, Jan. 26	
	<ul style="list-style-type: none"> -Relate and apply the concept of SWOT analysis. -Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. - What is COGNITIVE DISSONANCE (buyer's remorse)? 	<p>SWOT Handouts Practice SWOT</p> <p>Chapter 4</p>
Feb 2,4	Consumer Behavior SWOT Analysis Due – Tuesday, Feb. 2	
	<ul style="list-style-type: none"> -Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?” -What is a NEED. Explain how THE HIERARCHY OF NEEDS applies to buying behavior - Briefly explain SELF CONCEPT THEORY and how marketers use it. -What is an ATTITUDE? What is PERCEPTION? Why are these concepts important to marketers? 	Chapter 4

Class Schedule

Date	Topics / Key Questions	Reading
Feb 2,4	<p>Consumer Behavior (Cont.)/Segmentation</p> <ul style="list-style-type: none"> -Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers. - What is LIFESTYLE? Explain how LIFESTYLE segmentation is useful to marketers. -Discuss the following influences on consumer behavior: AGE and LIFE CYCLE, TECHNOLOGY, ECONOMIC CIRCUMSTANCES - What is a REFERENCE GROUP? Discuss the impact of FAMILY on Consumer Behavior. How does SOCIAL CLASS influence buyer. behavior? Explain why INCOME and SOCIAL CLASS are different segmentation variables. -Discuss the influence of CULTURE, SUBCULTURE, and REGIONAL DIFFERENCES on consumer behavior. -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 and TARGET MARKET PROFILE? (See Figure 6.4). -Explain the LEVELS OF MARKET SEGMENTATION (Figure 6.1) 	<p>Chapter 6 and Handouts</p>
Feb 9,11	<p>Segmentation (Cont.) / Test 1 Test 1 – Thursday, Feb. 11</p> <ul style="list-style-type: none"> -Discuss DEMOGRAPHIC SEGMENTATION: Age and Life Cycle, Gender, Ethnic, Income, Occupation, Marital Status and Education -Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION. - Discuss the THREE MARKET SEGEMENTATION STRATEGIES (i.e. Market Coverage options) -What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING? 	

Class Schedule

Date	Topics / Key Questions	Reading
Mar 2,4	Marketing Intelligence / Test 2 Test 2 – Thursday, Mar. 4	Chapter 3
	<ul style="list-style-type: none"> -Outline the MARKETING RESEARCH PROCESS (Figure 3.1) - Differentiate between PRIMARY and SECONDARY DATA. - Differentiate between INTERNAL and EXTERNAL 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 (Figure 3.11) - What is DATA MINING? What is CRM? 	
Mar 8-12	Reading Week – NO CLASSES	
Mar 16,18	Integrated Marketing Communication (Promotion) / Advertising, Direct Response, and Digital	Chapter 14
	<ul style="list-style-type: none"> -Describe each of the 7 elements of the PROMOTION MIX (IMC) - 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 (or ACCA) 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 (Figure 14.11) - What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RES. TV, CATALAOGUES, and TELEMARKETING, - What is ONLINE ADVERTISING? Briefly describe 4 forms of Online Advertising. What is MOBILE ADVERTISING? What is ADVERGAMING? - What is SOCIAL MEDIA ADVERTISING? How do e-mail and social media facilitate VIRAL MARKETING? - Discuss the relative merits of the following integrated mediums: DIRECT MAIL, ONLINE, MOBILE (Figure 14.17) 	

Class Schedule

Date	Topics / Key Questions	Reading
Mar 23,25	<p>Integrated Marketing Communication (Promotion) / Selling, Sales Promotion, PR, Event Marketing & Sponsorship</p> <p>-What is SALES PROMOTION? Recognize various sales promotion tools. When is sales promotion used? Differentiate between CONSUMER PROMOTION, TRADE PROMOTION and SALES FORCE PROMOTION.</p> <p>-What is PERSONAL SELLING? When is it used? Apart from selling the product, what FOUR OTHER MARKETING FUNCTIONS can a salesperson perform?</p> <p>-What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 6 PR TOOLS OF THE TRADE.</p> <p>-What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing</p>	<p>Chapter 15</p> <p>Chapter 16</p>
Mar 30, Apr. 1	<p>B2B Marketing / Test 3</p> <p>Test 3– Thursday, Apr. 1</p> <p>-What are the 5 different BUSINESS MARKETS?</p> <p>- Discuss how business buying decisions differ from consumer buying decisions (Figure 5.2)</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>	<p>Chapter 5</p>
Apr. 6,8	<p>Distribution (Place) / Retailing & Wholesaling</p> <p>-What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?</p> <p>-What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.</p> <p>-Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution</p> <p>- What is CHANNEL CONFLICT? Why does it occur? Discuss the 2 types of CHANNEL CONFLICT.</p> <p>- What is SUPPLY CHAIN MANAGEMENT? What is a CHANNEL CAPTAIN? What is a VMS?</p> <p>- Describe the four NEW DISTRIBUTION STRATEGIES: Direct Marketing, Electronic Marketing, Multi-Level Marketing, and Contract Marketing. What is LOGISTICS MARKETING?</p> <p>-What is WHOLESALING? Describe the 7 FUNCTIONS OF A WHOLESALER? Define the following: RACK JOBBER, MANUFACTURER’S AGENT, BROKER.</p> <p>-What is RETAILING? Describe the 5 FUNCTIONS OF A RETAILER (pg. 333). Define the following: BIG-BOX STORE, GENERAL MERCHANDISE STORE, CENTRAL BUSINESS DISTRICT, POWER CENTRE, STRIP MALL. List and describe the 6 ELEMENTS OF THE RETAILING MARKETING MIX.</p>	<p>Chapter 12</p>

Class Schedule

Date	Topics / Key Questions	Reading
Apr 13,15	Price Take Home Final Distributed – Tuesday, Apr. 13 -Compare PRICE with NON-PRICE competition. Discuss the 4 FACTORS AFFECTING PRICING (pg. 258-264). Discuss the 3 BASIC PRICING METHODS. (Figure 10.5) Describe 6 LEGAL ISSUES around pricing. -Compare a SKIMMING strategy to a PENETRATION strategy. (Figure 11.8) What is PSYCHOLOGICAL PRICING?	Chapter 10 Chapter 11 (skim)
Apr 17-29	Final Exam Final Exam - T.B.A.	

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