

Grande Prairie Regional College – Department of Business – Course Outline
BA 1090 A2 and C2 - Introduction to Marketing
Fall 2011

Credits: 3

Hours: 45 hours (3-0-0)

Description: This course provides an introduction to marketing. The principles of product, price, promotion, and place along with understanding customers' needs are covered.

Pre-requisite: None

Transferability: This course transfers to a number of universities as a 2000-level marketing or business course OR an introductory marketing course. Consult the receiving institution for specific transfer details.

Instructor: Bill Corcoran

Contact: Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca

Office Hours: MW 1 p.m to 2:30 p.m. or by appointment. Appointment is usually better since I'm very prone to wandering.

Text: Tuckwell, Keith J. *Canadian Marketing in Action, 8th edition*. Toronto: Pearson Education Canada, 2010.

In addition, you'll need to download, print, and read a variety of supplementary hand outs on the BA 1090 Moodle site.

Text Usage: We'll use the Tuckwell text quite extensively – you will need access to a text. If you can find an earlier version of the Tuckwell text (or even a similar Canadian introductory marketing text), you should be able to get by.

Grading: 5% Marketing Fundamentals Test (September 20)

20%* SWOT Analysis + mini quiz (October 11)

20%* Test 2 (November 1)

20%* Test 3 (November 17)

20%* Test 4 (December 1)

**Best 3 out of 4 will count towards for your final grade*

35% Final Exam

Final Grade: This course will use the standard GPRC grading scheme

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

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Course Schedule:

Week 1 - Sept. 8 – COURSE OUTLINE/MARKETING FUNDAMENTALS

- Introduction and Course Outline
- Marketing Fundamentals

Week 2 – Sept. 13 and 15 – MARKETING FUNDAMENTALS/MARKETING OVERVIEW

- Marketing Fundamentals
- Marketing Overview (Read Chapter 1)

Week 3 – Sept. 20 and 22 – MARKETING OVERVIEW/MARKETING ENVIRONMENT

- DUE: Marketing Fundamentals Quiz (Sep. 20)
- Marketing Overview
- Marketing Environments (Read the Marketing Environment Handouts)

Week 4- Sept 27 and 29 – MARKETING ENVIRONMENT/SWOT ANALYSIS

- Marketing Environments (Read Chapter 2)
- SWOT Analysis (Read the SWOT Analysis Handouts)

Week 5 – Oct. 4 and 6 - CONSUMER DECISION MAKING PROCESS/CONSUMER BEHAVIOUR

- Consumer Decision Making Process (Read p.88 to 82)
- Consumer Behaviour (Read Chapter 4)

Week 6 – Oct. 11 and 13 – CONSUMER BEHAVIOUR

- Due: SWOT Analysis and Mini Quiz (Oct. 11)
- Consumer Behaviour

Week 7 – Oct. 18 and 20 – MARKETING SEGMENTATION

- Marketing Segmentation (Read Chapter 6 and handouts)

Week 8 – Oct. 25 and 27 – MARKETING PLANNING/MARKETING STRATEGY

- Marketing Planning/Marketing Strategy (Read Chapter 7 and handouts)

Week 9 – Nov. 1 and 3 – PRODUCT MANAGEMENT

- DUE: Test 2 (Nov. 1)
- Product (Read Chapter 8 and Brand Handouts)

Week 10 – Nov. 8 and 10 – PRODUCT LIFE CYCLE/ B2B MARKETING

- Product Life Cycle (Read Chapter 9 selectively)
- B2B Marketing (Read Chapter 5)

Week 11 – Nov. 15 and 17 – PLACE (DISTRIBUTION)/ INTEGRATED MARKETING COMMUNICATION

- Distribution (Read Chapter 12)
- DUE: Test 3 (Nov. 17)
- IMC and Communications Planning (Read Chapter 14)

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Course Schedule:

Week 12 – Nov. 22 and 24 – INTEGRATED MARKETING COMMUNICATION

- IMC and Communications Planning (Read Chapter 14)
- Advertising
- Direct Response
- Digital

Week 13 – Nov. 29 and Dec. 1 - INTEGRATED MARKETING COMMUNICATION

- Advertising
- Direct Response
- Digital
- Selling and Sales Promotion (Read Chapter 15)
- DUE: Test 4 (Dec. 1)

Week 14 – Dec. 6 and 8 – INTEGRATED MARKETING COMMUNICATION/PRICE

- PR, Event Marketing, and Sponsorship (Read Chapter 16)
- Price (read Ch. 10; read Ch. 11 selectively)
- Take Home Case Study for Final Exam will be posted on Moodle
- Final Exam Preview

Final Exam – Dec.8 to 18 to be scheduled by the Registrar

Bill Corcoran
September 2011
Grande Prairie Regional College