



Department: Business Administration and Commerce

COURSE OUTLINE

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

Fall 2013 Tuesday/Thursday 8:30am – 9:50 am

Room B206

Instructor Joanne Ballance

Phone 780-539-2719

Cell/Text 780-882-4927

Office E218

E-mail jballance@gprc.ab.ca

Office Wednesday 1:30 – 2:30 pm

Hours Appointment is preferred

Prerequisite: None

Required Text/Resource Materials:

Tuckwell, Keith J. *Think Marketing*. Scarborough: Prentice-Hall, 2012.

THE TEXT WILL BE USED EXTENSIVELY.

Description:

This course provides an introduction to marketing. The marketing process, the marketing mix (product, price, promotion, and place) and maximizing customer value are covered. Using these principles, and a Canadian textbook focused on student engagement, students will develop theoretical and analytical skills to understand that a key success in marketing today is an organizations ability to keep pace with rapidly changing conditions, to utilize unconventional thinking, to be flexible, and to be customer focused.

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 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. You will need to

download, print, and read a variety of supplementary handouts on the BA 1090 B2 Moodle site.

There are *supplemental* assignments on the Moodle site. The chapter quizzes and Internet exercises are 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. There are four cases presented in the course. Cases 1 and 3 are due in class and are each worth 15% of the overall mark. Cases 2 and 4 are supplemental assignments.

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.

Grading Criteria:

Assignment	Mark	Due date
Marketing Fundamentals Test	5%	September 19
Case 1	15%	September 26
Midterm Exam	30%	October 24
Case 3	15%	November 7
Final Exam	35%	TBD – Set by Registrar

Grades will be assigned on the Letter Grading System.

Assignment details:

Cases:

Cases are a documented study of a specific real-life situation or imagined scenario, used as a training tool in business schools and firms. Students or trainees are required to analyze the prescribed cases and present their interpretations or solutions, supported by the line of reasoning employed and assumptions made.

Midterm Exam

The midterm exam may be a combination of multiple choices, reverse definition, matching, and long answer questions. It will test student's ability to understand marketing principles, theories and terminology along with applying this knowledge to real life cases. You will need a computer with internet access to complete the midterm exam. The test will be available on the BA1090 - B2 Moodle Site between 8:30am – 9:50 am October 24. You will have 80 minutes to complete this test.

Final Exam

Like the midterm 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, reverse definition, matching, short and long answer, etc.) will make up the other half. The Registrar will schedule the date, time and location for the final exam.

Business Administration and Commerce Department

Grading Conversion Chart

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

Class Schedule

Date	Topics / Key Questions	Reading
Week 1 Sept 5	<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? 	Course Outline
Week 2 Sept 10, 12	<p>Contemporary Marketing</p> <ul style="list-style-type: none"> - 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. 	Chapter 1
Week 3 Sept 17, 19	<p>External Marketing Environment</p> <p><u>September 19: Marketing Fundamentals Test 5%</u></p> <ul style="list-style-type: none"> - List and explain the components of the INTERNAL ENVIRONMENT? Chapter 2 - 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. 	
Week 4 Sept 24, 26	<p>Strategic Market Planning</p> <p><u>Case 1 due in class Sept 26 for 15%</u></p> <ul style="list-style-type: none"> - 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, and DIVESTMENT 	Chapter 7 Case 1

- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the **MARKETING PLAN**.
- Briefly describe the contents of a **MARKETING PLAN**
- What is a **CONTINGENCY PLAN**?
- Explain the **PRODUCT/MARKET EXPANSION GRID** (i.e. Common Marketing Strategies)

Week 5
Oct 1, 3

Market Segmentation and Target Marketing

- 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**?
- Explain the **LEVELS OF MARKET SEGMENTATION**
- Discuss the **DEMOGRAPHIC SEGMENTATION**: Age and Life Cycle, Gender, Ethnic, Income, Occupation, and Education
- Discuss **GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION**.
- What is **POSITIONING**? Discuss five types of **POSITIONING**? What is **REPOSITIONING**?

Chapter 6
Case 2

Week 6
Oct 8, 10

Consumer Buying Behavior

- Define **CONSUMER BEHAVIOR**. -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?
- Explain why **SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION** are important to marketers.
- What is **LIFESTYLE**? Explain how **LIFESTYLE segmentation** is useful to marketers. What is **VIRAL MARKETING**?
- Discuss the following influences on consumer behavior: **AGE and LIFE CYCLE, TECHNOLOGY, ECONOMIC CIRCUMSTANCES**
- 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 impact of **FAMILY** on Consumer Behavior.
- Discuss the influence of **CULTURE, SUBCULTURE, and REGIONAL DIFFERENCES** on consumer behavior.
- Describe the **CONSUMER PURCHASE DECISION PROCESS**. Compare a **HIGH INVOLVEMENT** decision with a **LOW INVOLVEMENT** decision.
- What is **COGNITIVE DISSONANCE (buyer's remorse)**?

<p>Week 7 Oct 15, 17</p>	<p>Marketing Intelligence</p> <ul style="list-style-type: none"> -Outline the MARKETING RESEARCH PROCESS - 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 	<p>Chapter 3</p>
<p>Week 8 Oct 22, 24</p>	<p>B2B Marketing/Midterm <u>Midterm online Oct 24 for 30%</u></p> <ul style="list-style-type: none"> -What are the 5 different BUSINESS MARKETS? - Discuss how business buying decisions differ from consumer buying decisions (Figure 5.3) - Discuss the role of INTEGRATION and PARTNERING in B2B Marketing. - What is a BUYING COMMITTEE? Explain the BUYING CENTRE concept. - What are the 3 types of BUSINESS BUYING DECISIONS? - Compare the TYPICAL BUSINESS BUYING DECISION PROCESS (Figure 5.7) to the CONSUMER PURCHASE DECISION PROCESS. - What is OUTSOURCING? What is E-PROCUREMENT? 	<p>Chapter 5</p>
<p>Week 9 Oct 29, 31</p>	<p>Product Strategy and Management</p> <ul style="list-style-type: none"> -What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? - What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP? -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 a LICENSED 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 CATEGORIES OF ADOPTERS. Relate the CATEGORIES to the PRODUCT LIFE CYCLE. 	<p>Chapters 8 & 9</p>
<p>Week 10 Nov 5, 7</p>	<p>Distribution and Supply Chain Management <u>Case 3 due in class November 7 for 15%</u></p> <ul style="list-style-type: none"> -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 	<p>Chapter 12 Case 3</p>

	<p>EXCLUSIVE distribution</p> <ul style="list-style-type: none"> - 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>Week 11 Nov 12, 14</p>	<p>Integrated Marketing Communication (Promotion) Advertising and Emerging Media</p> <ul style="list-style-type: none"> -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>Chapter 14</p>
<p>Week 12 Nov 19, 21</p>	<p>IMC: Sales Promotion, Public Relations, Experiential Marketing and Personal Selling</p> <ul style="list-style-type: none"> - What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, and TELEMARKETING, - What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages? 	<p>Chapter 15 Case 4</p>
<p>Week 13 Nov 26, 28</p>	<p>Price Strategy and Determination</p> <ul style="list-style-type: none"> -Influences on Price, nature of the market - Consideration of Channel Members -Pricing Objectives Influence Price Decisions -Pricing Methods - Pricing and the Law 	<p>Chapter 10</p>
<p>Week 14 Dec 3, 5</p>	<p>Price Management/Exam Review</p> <ul style="list-style-type: none"> -Pricing Policies -Source Pricing and Offering Discounts - Leasing as a Pricing Option - Exam review 	<p>Chapter 11</p>
<p>Date TBA</p>	<p>Final Exam for 35% Date, time and location to be determined by the Registrar</p>	