



**Department: Business Administration and Commerce**

## COURSE OUTLINE

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

Fall 2014 Tuesday/Thursday 8:30am – 9:50 am

Room A314

**Instructor** Joanne Ballance

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**Office** Wednesday 1:30 – 2:30 pm

**Hours** Appointment is preferred

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**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 in Marketing.

**Credit/Contact Hours:**

This is a 3 credit course. Students are expected to attend all classes.

**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 institutional for specific transfer details.

**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 F14 Moodle site. There are also *supplemental* assignments on the Moodle site. Chapter quizzes, flash cards and Internet exercises, for example, are designed to help students gain extra knowledge of the content presented. Doing the supplemental quizzes and reading are not required but will help students understand and apply your knowledge of material presented. In addition, there are four cases presented in the course. Cases 1 and 3 are due in class and are each worth 15% each. 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:**

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| <ol style="list-style-type: none"> <li>1. To acquaint students with the terminology and fundamental concepts of marketing.</li> <li>2. To develop business problem solving skills thorough use of the case method.</li> <li>3. To acquaint students with the techniques used in defining and selecting target markets.</li> <li>4. To develop an appreciation of the importance of looking at marketing from the customer's point of view.</li> <li>5. To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.</li> </ol> |
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**Grading Criteria:**

<b>Assignment</b>	<b>Mark</b>	<b>Due date</b>
Marketing Fundamentals Quiz	5%	September 18
Case 1	15%	September 25
Midterm Exam	25%	October 23
Case 3	15%	November 6
Final Exam	35%	TBD – Set by Registrar
Professionalism	5%	

Grades will be assigned on the Letter Grading System.

**STUDENT RESPONSIBILITIES: Class Professionalism:** 5% of the final grade will be attributed to participation and attendance in class. In order to get the most out of this course, **regular attendance and active participation is required.** Class participation improves your learning, involvement in the subject, and your grade. Follow these guidelines to achieve success in class:

- Review your study notes
- Do all assignments before class
- Attend each class and show up on time or early
- Be an active listener in class
- Know when and how to ask and respond to questions

On the other hand, disruptive classroom behavior such as absences without reason, lateness, talking with neighbours in class, texting, taking phone calls, etc. will be viewed as unprofessional.

### **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.

#### **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 <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

## Class Schedule

Date	Topics / Key Questions	Reading
Week 1 Sept 4	<b>Course Outline / Marketing Fundamentals</b> - Review course outline	<b>Course Outline</b>
Week 2 Sept 9, 11	<b>Contemporary Marketing</b> - 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? - 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	<b>Chapter 1</b>

- Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.

Week 3  
Sept 16, 18

**External Marketing Environment**

**September 18: Marketing Fundamentals Quiz 5%**

- 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 23, 25

**Strategic Market Planning**

**Case 1 due in class Sept 25 for 15%**

- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. **Chapter 7**
- Explain the PLAN-DO-CHECK cycle. **Case 1**
- 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
- 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  
Sept 29, Oct 2

**Market Segmentation and Target Marketing**

- What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? **Chapter 6**
- What is a SEGMENT? What is a BASIS FOR SEGMENTATION? **Case 2**
- 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?

Week 6 Oct 6, 9	<b>Consumer Buying Behavior</b>	<b>Chapter 4</b>
	<ul style="list-style-type: none"><li>-Define CONSUMER BEHAVIOR. -What is a NEED? Explain how THE HIERARCHY OF NEEDS applies to buying behavior</li><li>- Briefly explain SELF CONCEPT THEORY and how marketers use it.</li><li>-What is an ATTITUDE? What is PERCEPTION? Why are these concepts important to marketers?</li><li>-Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers.</li><li>- What is LIFESTYLE? Explain how LIFESTYLE segmentation is useful to marketers. What is VIRAL MARKETING?</li><li>-Discuss the following influences on consumer behavior: AGE and LIFE CYCLE, TECHNOLOGY, ECONOMIC CIRCUMSTANCES</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 impact of FAMILY on Consumer Behavior.</li><li>-Discuss the influence of CULTURE, SUBCULTURE, and REGIONAL DIFFERENCES on consumer behavior.</li><li>-Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision.</li><li>- What is COGNITIVE DISSONANCE (buyer's remorse)?</li></ul>	
Week 7 Oct 14, 16	<b>Marketing Intelligence</b>	<b>Chapter 3</b>
	<ul style="list-style-type: none"><li>-Outline the MARKETING RESEARCH PROCESS</li><li>- Differentiate between PRIMARY and SECONDARY DATA.</li><li>- Differentiate between INTERNAL and EXTERNAL DATA.</li><li>- Differentiate between QUANTITATIVE and QUALITATIVE research.</li><li>- What is a FOCUS GROUP?</li></ul> <p>Discuss the advantages and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS vs ONLINE SURVEYS</p>	
Week 8 Oct 21, 23	<b>B2B Marketing/Midterm</b> <b><u>Midterm online Oct 23 for 25%</u></b>	<b>Chapter 5</b>
	<ul style="list-style-type: none"><li>-What are the 5 different BUSINESS MARKETS?</li><li>- Discuss how business buying decisions differ from consumer buying decisions (Figure 5.3)</li><li>- Discuss the role of INTEGRATION and PARTNERING in B2B Marketing.</li><li>- What is a BUYING COMMITTEE? Explain the BUYING CENTRE concept.</li><li>- What are the 3 types of BUSINESS BUYING DECISIONS?</li><li>- Compare the TYPICAL BUSINESS BUYING DECISION PROCESS (Figure 5.7) to the CONSUMER PURCHASE DECISION PROCESS.</li></ul>	

- What is OUTSOURCING? What is E-PROCUREMENT?

Week 9  
Oct 27, 30

### **Product Strategy and Management**

- What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? **Chapters 8 & 9**
- 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.

Week 10  
Nov 4, 6

### **Distribution and Supply Chain Management**

#### **Case 3 due in class November 6 for 15%**

- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform? **Chapter 12**
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution. **Case 3**
- 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.

Week 11  
Nov 11, 13

### **Integrated Marketing Communication (Promotion) Advertising and Emerging Media**

#### **No Class Tuesday November 11**

- Describe each of the 7 elements of the PROMOTION MIX (Integrated Marketing Communications) **Chapter 14**
- 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

Week 12 Nov 18, 20	<b>IMC: Sales Promotion, Public Relations, Experiential Marketing 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, CATALAOGUES, and TELEMARKETING, - What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages?	<b>Chapter 15</b> <b>Case 4</b>
Week 13 Nov 25, 27	<b>Price Strategy and Determination</b> -Influences on Price, nature of the market - Consideration of Channel Members -Pricing Objectives Influence Price Decisions -Pricing Methods - Pricing and the Law	<b>Chapter 10</b>
Week 14 Dec 2, 4	<b>Price Management/Exam Review</b> -Pricing Policies -Source Pricing and Offering Discounts - Leasing as a Pricing Option - Exam review	<b>Chapter 11</b>
<b>Date TBA</b>	<b>Final Exam for 35%</b> <b>Date, time and location to be determined by the Registrar</b>	