



## DEPARTMENT OF BUSINESS ADMINISTRATION

### AND OFFICE ADMINISTRATION

#### COURSE OUTLINE – BA1090 3(3-0-0)45–Introduction to Marketing

**INSTRUCTOR:** Richard Beeson      **PHONE:** 539-2864 (office)  
**OFFICE:** C407      **E-MAIL:** rbeeson@gprc.ab.ca

#### **OFFICE**

**HOURS:** Tuesday & Thursday 11:00 – 12:00 or by appointment

**PREREQUISITE(S)/COREQUISITE:** None

#### **REQUIRED TEXT / RESOURCE MATERIALS:**

Armstrong, Kotler, Trifts, Buchwitz. Marketing An Introduction, 5th Canadian Edition. Canada: Pearson (2014).

#### **CALENDAR DESCRIPTION:**

This course provides an introduction to the field of marketing. The principles of product, price, promotion, and place along with understanding customer's needs are covered.

#### **CREDIT/CONTACT HOURS:**

This is a 3 credit course with 3 lecture hours per week. Students are expected to attend all classes.

#### **DELIVERY MODE(S):**

BA1090 consists of three hours of instruction weekly. The instructional approaches used will include lectures, case studies, videos, student presentations, and class discussions. To facilitate such discussions, students are expected to have completed assigned readings before class. The selected cases are studies of marketing decision-making situations. Readings address the basic concepts of the marketing process while the cases provide students with the opportunity to see how these concepts relate to actual organizational challenges. Students are expected to incorporate issues addressed in the readings to case analysis.

## OBJECTIVES:

To develop a broad understanding of the concepts integral to marketing.

## LEARNING OUTCOMES:

1. To familiarize students with:
  - a. contemporary marketing, its processes and practices;
  - b. the marketing planning process and how marketing contributes to the achievement of company objectives;
  - c. the behaviour and decision-making processes of consumers and business and industry customers;
  - d. the marketing mix elements ; and
  - e. emerging areas of marketing
2. To provide an opportunity for students to develop and refine their communication skills.

## TRANSFERABILITY:

### Transfer agreements with the following institutions:

*(Click on the links for details and any applicable transfer conditions that may apply)*

- [AthabascaUniversity: MKTG396\(3\)](#)
- [CanadianUniversityCollege: BUAD210\(3\)](#)
- [ConcordiaUniversityCollegeofAlberta: BUS1xx\(3\)](#)
- [King'sUniversityCollege,The: BUSI369/2xx\(6\)](#)
- [MacEwanUniversity: MARK301\(3\)](#)
- [SAITPolytechnic: MKTG260\(3\)](#)
- [UniversityofAlberta: MARK1xx\(3\)ORAUMGT1xx\(3\)](#)
- [UniversityofCalgary: Jr.Management \(3\)](#)
- [UniversitvofLethbridge, The: MGT2020\(3\)](#)

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

## GRADING CRITERIA:

The following components will determine the student's final grade:

1. Exam 1-6	40%
2. Assignment	10%
3. Case Analysis # 1 - (Group)	15%
4. Class Participation	5%
5. Cumulative Exam	30%

\*In addition to the graded course assignments, students may be expected to complete various "informal" reading and writing assignments. (e.g. chapter-end questions for discussion) Pop quizzes may be used to give students feedback on their comprehension and retention. Quiz scores may be

factored into the Class Participation component of the student's final grade. Written case analysis will be graded in the event of presentation failure. Final grade may be norm adjusted.

## **EXAMINATIONS:**

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts is fair game for exams. The final exam will cover material from the start of the course. More detail on the exams will be provided as the term progresses.

### Case Analyses:

The assignment will consist of typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 15-20-minute long presentations. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook. Solutions and recommendations are to conclude the analysis. Presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation. The paper will be graded in the event of presentation failure.

Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a hand-in analysis (typed, 8-page maximum double-spaced) of a specified case.

### Attendance and Participation:

Student attendance and participation are critical to the success of this course. Students are responsible for obtaining any notes or handouts missed due to an absence.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Please refer to the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

[https://www.gprc.ab.ca/files/forms\\_documents/Student\\_Misconduct.pdf](https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf)

## **COURSE SCHEDULE/TENTATIVE TIMELINE:**

**Winter 2016**

(\*May be revised as required)

<b>Date</b>	<b>Week</b>	<b>Topics</b>	<b>Reading</b>
<b>DEFINING MARKETING AND THE MARKETING PROCESS</b>			
January 07	1	Course Introduction	
January 12	2	Marketing: Creating and Capturing Customer Value	Ch. 1
January 14	2	Company and Marketing Strategies: Relationships	Ch. 2
January 19	3	Sustainable Marketing, Social Responsibility, Ethics	Ch. 3

## **UNDERSTANDING THE MARKETPLACE AND CONSUMERS**

January 21	3	Discussion / Prep.	
January 26	4	Exam Ch 01-03	

## DESIGNING A CUSTOMER DRIVEN MARKETING STRATEGY AND MARKETING MIX

January 28	4	Analyzing the Marketing Environment	Ch. 4
February 02	5	Managing Marketing Information to Gain Customer Insights	Ch. 5
February 04	5	Understanding Consumer and Business Buyer Behaviour	Ch. 6
February 09	6	Segmentation, Targeting and Positioning.	Ch. 7
February 11	6	Discussion / Prep.	
February 15-19		Winter Break	
February 23	8	Exam Ch 04-07	
February 25	8	Discussion / Prep.	
March 01	9	Exam Chapters 1-7	
March 03	9	Developing and Managing Products and Services	Ch. 8
March 08	10	Brand Strategy and Management	Ch. 9
March 10	10	Pricing: Understanding and Capturing Customer Value	Ch. 10
March 15	11	Marketing Channels	Ch. 11
March 17	11	Conference	
March 22	12	Discussion / Prep.	
March 24	12	Exam Ch08-11	
March 29	13	Communicating Customer Value: Advertising and Public Rel.	Ch. 12
March 31	13	Personal Selling and Sales	Ch. 13
April 05	14	Direct and Online Marketing	Ch. 14
April 07	14	Exam Ch12-14	
April 12	15	Discussion / Prep.	
April 14	15	Exam Ch 8-14	
April 15	14	Last day of classes	
April 26		Last day of Final Exams	

### LAST BUT NOT LEAST

- \* hand-in assignments are to be typed unless otherwise specified
- \* hand-in assignments are due at the beginning of class on the due date
- \* classes start promptly
- \* if you feel you have a valid reason for an extension, please request it well in advance
- \* unauthorized late assignments, if accepted, will have a 25% per day late penalty
- \* enter into discussions and exercises
- \* avoid private conversations when someone else has the floor
- \* ask questions to make sure you understand

### Student Rights and Responsibilities:

1. Keep this outline. It will be your course reference throughout the term.
2. You are responsible for changes (additions and/or deletions) to this outline made in class.
3. It is your responsibility to attend class. Should you be unable to attend class, it is your responsibility to find out what was missed from your peers.

### GPRC Policy Link:

[https://www.gprc.ab.ca/files/forms\\_documents/StudentRightsandResponsibilities.pdf](https://www.gprc.ab.ca/files/forms_documents/StudentRightsandResponsibilities.pdf)

Grades will be assigned on the Letter Grading System. Grades may be adjusted normatively.

			<b>Business Administration Department</b>
			<b>Grading Conversion Chart</b>
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>95 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>90 – 94</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>85 – 89</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>80 – 84</b>	
<b>B</b>	<b>3</b>	<b>76 – 79</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>72 – 75</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>68 – 71</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 67</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>