

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE
BA 109 - INTRODUCTION TO MARKETING

1989-90

W)

TEXT: Fundamentals of Marketing, Sommers, Barnes,
Stanton and Futrell, McGraw-Hill Ryerson Ltd.,
Fifth Canadian Edition, 1989.

PREREQUISITE: Nil.

COURSE
OBJECTIVES:

- i) To acquaint students with terminology and fundamental concepts of marketing.
- ii) To outline the role of marketing in society and the individual firm.
- iii) To acquaint students with techniques used in defining and selecting target markets.
- iv) To scope elements of buyer behaviour.
- v) To survey the components of the marketing mix to outline how the marketing mix relates to target markets.
- vi) To apply learning via case method.
- vii) To expose students to group work.

GRADING

Hand-in assignments	25%
Participation	5%
Mid-Term	30%
Final	40%

COURSE
CONTENT:

Introduction	chapters 1, 2, 3
The Product	8, 9, 10
Target Markets	4, 5, 6, 7
Distribution	14, 15
Promotion	16, 18
Price	11, 12

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 109 - INTRODUCTION TO MARKETING

INSTRUCTOR: Julia Saurazas

CLASS HOURS: T, R 8:00 A.M. - 9:20 A.M.
Portable G

OFFICE: D239

OFFICE HOURS: M, W 1:00 P.M. - 2:00 P.M.
F 10:00 A.M. - 11:00 A.M.

TELEPHONE: 539 - 2902 (Office)
539 - 0314 (Home)

TEXT: Fundamentals of Marketing, Sommers, Barnes, Stenton
and Futrell, McGraw-Hill Ryerson Ltd., Fifth
Canadian Edition, 1989.

PREREQUISITE: Nil.

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. The case method is the
primary learning vehicle.

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target markets.
- vi) To apply learning via case method.
- vii) To expose students to group work.

GRADING:

Individual	10%
Group Case Study	20%
Mid-term	30%
Final	40%

6. Page number or numbers followed by a period are last.

e.g. Theodore Levitt, "Marketing Myopia,"
Journal of Marketing, Volume Number
XXVIII, (April, 1984), Pages 103 - 117.
7. Examples of the cover page and article review layout are attached.

ARTICLE IDENTIFICATION:

1. Name of the author, with forename or initials first, the family name followed by a comma.

e.g. Theodore Levitt,

.....note the
comma

2. Title of the article, placed between quotation marks, with a comma before the last quotation mark.

note the comma

e.g. Theodore Levitt, "Marketing Myopia,"

.....
note the quote marks

3. Name of the periodical, underlined and followed by a comma.

e.g. Theodore Levitt, "Marketing Myopia,"
Journal of Marketing,

.....
note the underlining and comma

4. - Volume number (if any), written in Roman Numerals and followed by a comma.

e.g. Theodore Levitt, "Marketing Myopia,"
Journal of Marketing, Volume Number
XXVIII,

.....
note Roman numerals
and comma

5. The month and year follows the Volume number. They should be placed in parenthesis, with a comma following the second parenthesis.

e.g. Theodore Levitt, "Marketing Myopia,"
Journal of Marketing, Volume Number
XXVIII, (April, 1984),

.....note.....

NOTES:

ARTICLE REVIEW GUIDELINES

1. Article reviews must be specific to the field of Marketing. If you are in doubt as to the suitability of an article please check with me before proceeding.
2. Articles for reviews may be found in the periodical section of the Learning Resources Center. Popular periodicals include:

Harvard Business Review	Advertising age
Marketing Management	Business Week
Journal of Retailing	Financial Post
Journal of Marketing	Fortune
Toronto Globe and Mail	

Students should not limit themselves to these periodicals, however.

The major criterion that should be applied when searching for an article is, "will I learn something valuable from what I have read?"

Worthwhile articles are generally in excess of 3 pages in length.

3. Do not simply recopy the authors words. Read the article, think about it, then write your review in your own words.
4. All article reviews must be typed.
5. Reviews must be free of any spelling or punctuation errors.
6. All pages should be numbered at the bottom with the exception of the cover page.
7. Beginning with the second page, all succeeding pages should contain a Header of your choice.
8. The review should have a 1 1/2" left hand margin and a 1" right hand margin.
9. The last line of each page should be approximately 1" from the bottom.

SECTION FOUR

This section rounds out the course. Time permitting some of the broader issues of Marketing management are discussed.

READING: Sommers - Chapters 19-20, Pages 535-585
CASES: T.B.A.

COURSE
CONTENT:

SECTION ONE

This section of the course will acquaint the student with the components of the marketing system. In this opening session discussion is focused upon broad issues of the marketing environment.

READING: Sommers - Chapters 1-3, pages 1-63
CASE: Upper Canada Brewing Co. (A) - P. 64

HANDOUT: Central Goal of a Firm
Marketing Myopia
Marketing Makes or Breaks Venture

SECTION TWO

This series examines some of the techniques employed in the segmentation of markets, targeting of customers and positioning of products. Determinants of final consumer and organizational buyer behavior is a major consideration in this section.

READING: Sommers - Chapters 4-7, pages 76-189
CASE: CN Hotels Inc. - P.190

HANDOUT: America's New Abstinence
Shaping the Consumer

SECTION THREE

This major section explores the 4 elements of the Marketing Mix. Issues relevant to the developing of pricing, promotion and distribution policies and strategies for new and existing products are discussed.

READING: Sommers - Chapters 8-18, pages 207-531
CASES: Upper Canada Brewing Co. (B) P.280
Upper Canada Brewing Co. (C) P.346
Upper Canada Brewing Co. (D) P.434
Upper Canada Brewing Co. (E) P.522

HANDOUT: Motivating Willy Loman
Using Pricing as an Effective Tool of Marketing
The No-Win Game of Price Promotion

Late assignments will be penalized on the following basis:

- * 1 day late - 2 stanine penalty,
- * 2 days late - 4 stanine penalty,
- * more than 2 days late - a grade of 3 or less will be assigned.

Students must complete and submit all assignments before a final grade will be given.

Assignments with an inordinate number of spelling errors, which display poor grammatical style, or which otherwise seem carelessly prepared will be returned ungraded.

Each student will be responsible for ensuring all readings are completed on time.

Course credit will be determined on the following basis:

Mid term Exam	25%
Final Exam	40%
Term Assignment	15%
Class Participation	10%
Two Article Reviews	10% (5 Marks Each)
	100%

Conversion of percentages to the 9-point system will be as follows:

90	-	100%	9	
80	-	89%	8	
73	-	79%	7	
66	-	72%	6	
57	-	65%	5	
50	-	56%	4	
45	-	49%	3	Failure
26	-	44%	2	
0	-	25%	1	

BA 109 - INTRODUCTION TO MARKETING

COURSE CONTENT:

<u>Date</u>		<u>Chapters</u>
Jan. 2, 4, 9, 11	Introduction	1, 2, 3
Jan. 16, 18, 23, 25, 29	The Product	8, 9, 10
Feb. 1, 6, 8, 13, 15, 20	Target Markets	4, 5, 6, 7
Feb. 22, 27, Mar. 1, 6, 8	Distribution	14, 15
Mar. 13, 15, 20, 22	Promotion	16, 18
Mar. 27, 29, Apr. 3, 5	Price	11, 12
Apr. 10, 12	REVIEW	

Students are required to read the appropriate Chapters before class and be prepared to discuss selected cases at the end of the chapters.

The textbook readings will be supplemented by films and articles from current periodicals.