

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE OUTLINE

1987-88

F.

BA 109B2 - INTRODUCTION TO MARKETING

- TEXT: Marketing Essentials; Canadian Edition;
Kotler P., McDougall G. H. G.; Prentice-Hall Canada
Inc.; 1985.
- 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 customer, students will develop analytical skills.
- COURSE OBJECTIVES: THIS COURSE WILL HELP YOU TO GAIN NEW SKILLS AND KNOWLEDGE TO:
- [] Define and segment a market
 - [] Assess the needs, wants and preferences of customers in your target market.
 - [] Learn to design and test need-satisfying products in the market
 - [] Price products to convey their values to customers
 - [] Learn to select appropriate distribution channels so that the products will be well-distributed
 - [] Learn the basics of effective advertising
 - [] Learn to budget and plan advertising campaigns for your business
 - [] Examine mail-order marketing
 - [] Learn the four key components of marketing
 - [] Learn and understand marketing language
 - [] Look at product packaging
 - [] Examine international marketing
 - [] Look at basic import-export marketing
 - [] Learn about copywriting, patents, trademarks, and trade names.
 - [] Cover marketing warfare techniques
- P.S. The course content will cover these areas if time allows.

EVALUATION:

- 1) Final Grades will be compiled in the following fashion:

Quizzes	50%(ie. 5 @ 10%)
Assignments	10%
Case Study	10%
Final Exam	30%

ii) Schedule of Quizzes

- | | |
|-----------------|--------------|
| a. September 25 | (Unit One) |
| b. October 16 | (Unit Two) |
| c. November 6 | (Unit Three) |
| d. November 20 | (Unit Four) |
| e. December 4 | (Unit Five) |

Note: All exams are on Fridays.

iii) Schedule of Assignments

- Assignments are small and will be due at the beginning of class on Wednesdays starting September 16, 1987. Assignments can be handwritten, but must be legible.
- Assignments will provide you with feedback on your progress.
- Late Work Policy - Medical reasons or exceptional circumstances are the only acceptable reasons. Inform me ahead of time if possible.

iv) Case Study

The Case Study is due November 30, 1987 at the beginning of class. Please get them in early if possible. Each student will be given a standardized problem on October 2. All case studies must be typewritten, double spaced and no longer than ten pages. It should include the following:

- What is the problem.
- Executive Summary - summarize your recommendations
- Introduction and Background (no longer than 1/2 page).
- State your alternative solutions.
- Analysis of problem - include a discussion of a marketing strategy based on marketing warfare principles. Is it a flanking, frontal attack etc. strategy. Include a look at the environment - political, competitors and the four p's of price, product, promotion and place and form a plan.
- Give an action plan and start summary.

Conversions will be made as follows:

<u>Percentage</u>	<u>Nine-Point Scale</u>	<u>Designation</u>
90 - 100	9	
80 - 89	8	Excellent
72 - 79	7	
65 - 71	6	Good
57 - 64	5	
50 - 56	4	Pass
45 - 49	3	Fail
26 - 44	2	
0 - 25	1	

COURSE CONTENT:

FIVE PRIMARY UNITS

- i) Unit One - September 9 - 25 (chapters 1, 2)
 - Introduction/Administration
 - What is Marketing?
 - Marketing Management Philosophies
 - Analyzing Market Opportunities
 - Learn about Marketing warfare (Handout)
 - Learn about the four p's of the marketing mix.
 - Examine the Coke-Pepsi Cola wars (Handout)
- ii) Unit Two - September 28 - October 16 (chs. 3, 4, 5, 17)
 - Marketing Information System
 - Marketing Research Process
 - Costs involved in Marketing Research
 - Examine Questionnaire Design (Handout)
 - The Marketing Environment
 - Cover the Demographics of Marketing (Handout)
 - Examine International Marketing
 - Look at Import/Export Marketing (Handout)
 - Consumer Behavior
 - Psychographics
- iii) Unit Three - October 19 - November 6 (chs. 67, 8, 9)
 - Market Segmentation
 - Target Marketing of your products
 - A look at packaging
 - Color and Packaging (Handout)
 - Product Life-Cycle Strategies
 - Product Positioning
 - Using names effectively (Handout)
 - Look at how to patent, copywrite and trademark your products or companies. (Handout)

- iv) Unit Four- November 9 - November 20 (chs. 14, 15, 16, 17)
 - What is Promotion
 - Learn the four tools of promotion
 - Examine promotional budgets.
 - Learn the keys to advertising
 - Learn about Publicity
 - Learn about Personal selling (Handout)
 - Cover persuasion and propaganda (Handout)
- v) Unit Five - November 23 - December 4 (chs. 10, 11, 12, 13)
 - Learn about location decisions (place) (Handout)
 - Learn how to price
 - Learn how to distribute your products
 - Learn about distribution channels
 - Cover retailing and wholesaling
 - Look at Mail-order marketing (Handout)