

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

f 88

BA 109 - INTRODUCTION TO MARKETING (T. Grainger)

TEXT: Marketing Essentials, Kotler and McDougall  
(Prentice Hall, Canada) Canadian Edition, 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 consumer, students will develop analytical skills. The case method is the primary learning vehicle.

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:

Case #1	(individual)	10%
Case #2	(group)	10%
Product Quiz	(individual)	10%
Case #3	(individual)	20% (equiv to mid-term exam)
Case #4	(group)	20%
Final		25%
Class Contribution		5%
		<hr/> 100%

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### NOTES:

#### i) Class Contribution

- responses to questions
- questions raised
- interaction with other students
- demonstrated initiative

#### ii) Cases

A separate handout outlines my expectations for formal, hand-in cases. It is imperative that it be closely adhered to. Case analysis is, for virtually all students, a novel learning experience and accordingly extra time will be spent debriefing it in class. Its worth in an introductory course in marketing is, in my judgement, unquestioned.

#### iii) Group Work

Students should note the heavy emphasis on group work. Clearly, the quality of each student's work will be a function of his/her choice of group members. Students are encouraged to choose with whom they work with extreme care.

#### iv) Final

Option 1: Sit down individual case during exam week

Option 2: Group oral presentation during the last week of classes plus case hand-in

I have a decided preference for option 2 but will abide by the wishes of the class. A vote will be held during the term.

#### v) Stanine System

Conversion from percentages to stanines as follows:

90 - 100%	9
80 - 89%	8
72 - 79%	7
65 - 71%	6
57 - 64%	5
50 - 56%	4
45 - 49%	3
36 - 44%	2
0 - 25%	1

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TESTS: Only those students who contact me before a test will be permitted to write a supplemental.

- ASSIGNMENTS:
1. Barring legitimately exceptional circumstances assignments are due by 3:00 p.m. on the due date (or in class for evening course). Late assignments will be docked 10% per school day late. Please note that assignments are late as of 3:05 p.m.
  2. Preferably assignments will be typed. However, so long as they are legible they will be accepted in handwritten form. Illegible papers will be returned unmarked.
  3. At the College level, you are expected to submit assignments which are properly edited, free of spelling and grammatical errors. Assignments with excessive errors may be returned unmarked.
  4. Students are encouraged to discuss cases among themselves. However, unless the case is specifically designed as a group paper, writeups are done independently. Plagiarism will be treated in the harshest possible terms.

PUNCTUALITY/  
ATTENDANCE:

Classes will start on time and reviews of material already covered will not be provided for late students. While students are expected to attend class regularly, attendance will not be taken. Failure to attend regularly will impact the class contribution portion of the final grade and will influence my willingness to provide remedial assistance. In other words, don't ask me to help if I haven't seen you in class for six weeks (barring legitimate reasons, of course).

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FINALLY: The onus is on the student to seek help if required. I shall presume satisfactory progress and comprehension unless I hear to the contrary. There is no shame whatsoever in seeking assistance and I shall happily provide it, but YOU must initiate the process. Please do so early as it is rather difficult to help in a significant way the day before the exam.

My office hours are only a guide to my availability. Please feel free to wander in as you see fit.

COURSE  
CONTENT: Student progress and interest will dictate pace but, in general terms, content will be:

Week #	Topic	Text Chapters	Assignment Due
1	Introduction	1	
2	Introduction	2	
3	Strategic Model	2	Case #1
4	Marketing Environment	4	
5	Consumer: Behavioral	5	Case #2
6	Consumer: Behavioral	6	
7	Consumer: Segmentation	7	
8	Product: Classes, Branding	8	Quiz
9	Product: Life Cycle	9	Case #3
10	Place	12	
11	Promotion: Introduction	14	
12	Promotion Advertising	15	Case #4
13	Promotion: Other	16	
14	Pricing	10, 11	
15	Review or Final Presentations		Group Case Presentation