

1987-88
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GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 109A - 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:
- i) To acquaint students with regards to what the
market is like, who is in it, how it
functions, and what it wants.
 - ii) To familiarize students with how to define and
segment a market, assess the needs, wants and
preferences of customers in the target market.
 - iii) To outline how to design and test
need-satisfying products for the market; price
products to convey their values to customers
and select capable middlemen so that the
products will be widely available and
well-represented.
 - iv) To advise students how to advertise and
promote the products to customers.

EVALUATION:

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

Quizzes	50%(ie. 5 @ 10%)
Journalism Review	5%
Case Study	15%
Final Exam	30%

- ii) Schedule of Quizzes

a. September 25	(Unit One)
b. October 14	(Unit Two)
c. October 30	(Unit Three)
d. November 18	(Unit Four)
e. December 4	(Unit Five)

- iii) Journalism Review

Each student is expected to submit a journalism review. Submissions should be typewritten, double-spaced, a maximum of three hundred (300) words and marketing related.

Please identify your review as follows:

- Title of article
- Name of the author
- Name of the periodical
- Volume number; Date
- Page number(s)

Your review should include a brief discussion of the author's assumptions and conclusions. Secondly, it should speak to the major points and observations of the article. Lastly, and most importantly, the student is expected to offer his/her comments and observations relative to the content.

Journalism Review is due October 2.

iv) Case Study

Each student will be given a standardized case on November 2. Upon reading and analyzing the information each student is expected to submit their case study on November 27. Submissions should be typewritten, double-spaced, a maximum of three hundred (300) words and include the following:

- a. Problem - state in question format
- b. Executive Summary - summarize your recommendations
- c. Alternatives - number and state concisely
- d. Analysis - include a discussion regarding the marketing mix, customer behavior and needs, upside and downside of the alternatives, financial implications and considerations, management structure and action plan and a short summary to pull everything together to leave no loose ends.
- e. Solve the problem

COURSE CONTENT:

FIVE PRIMARY UNITSi) Unit One - September 9 - 25 (chapters 1, 2)

- Introduction/Administration
- What is Marketing?
- Marketing Management Philosophies
- Analyzing Market Opportunities
- Selecting Target Markets
- Developing the Marketing Mix
- Marketing Management System

ii) Unit Two - September 28 - October 14 (chs. 3, 4, 5, 6)

- Marketing Information System
- Marketing Research Process
- The Marketing Environment
- Customer Characteristics
- Customer Decision Process
- Organizational Markets
- Organizational Customer Behavior

- iii) Unit Three - October 16 - October 30 (chs. 7, 8, 9)
 - Market Segmentation
 - Target Marketing
 - Product Classification
 - Decisions - Brand, Packaging, Service, Line and Mix
 - Product Life-Cycle Strategies
- iv) Unit Four - November 2 - November 18 (chs. 10, 11, 12, 13)
 - Pricing Objectives and Policies
 - Pricing Strategies
 - Distribution Channels
 - Retailing
 - Wholesaling
- v) Unit Five - November 20 - December 4 (chs. 14, 15, 16, 17)
 - Effective Communication
 - Promotional Budget and Mix
 - Advertising
 - Sales Promotion
 - Publicity
 - Personal Selling
 - Strategy, Planning and Control
- vi) Other Topics (should time permit)
 - International Marketing
 - Non-Profit Marketing
 - Marketing and Society