

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

F.84

BA 109 - INTRODUCTION TO MARKETING (W. Fletcher)

1983-84

TEXT: E. Jerome McCarthy and Stanley J. Shapiro;
Essentials of Marketing (Georgetown, Ontario:
Irwin-Dorsey Limited, 1983) First Canadian
Edition.
Dictionary and Thesaurus suitable for use at
the college level.

PREREQUISITE: Nil

**COURSE
DESCRIPTION:** The introduction to contemporary marketing con-
cepts and theory is the principle focus of this
course. Centering on the consumer and using the
principles of product, place, promotion and price,
students will be exposed to the techniques used in
strategic marketing planning. A combination of
lectures and case method is the primary learning
vehicle.

**COURSE
OBJECTIVES:** This course is a survey of the field of marketing,
examined from an industrial perspective. Its ma-
jor objective is to acquaint the student with fun-
damental principles, concepts, definitions, and
basic issues encountered in a day to day business
environment. Classroom lectures will emphasize
practical and applied procedures regularly used in
the administration of an organization's marketing
program. The course will also emphasize extensive
use of library resources and periodicals.

GRADING: Each student will be responsible for ensuring all
readings and written assignments are completed on
time. Because of the size of the class, late
assignments cannot be accepted.

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Final Grades will be compiled in the following manner:

Mid-Term Exam	35 marks
Final Exam	40 marks
3 Article Reviews	15 marks
Class Participation and Assignments	<u>10 marks</u>
	100 marks

NOTES:

ARTICLE REVIEWS

Each student is expected to submit 3 article reviews throughout this session (format and dates for submission are detailed below.) For this purpose, there are a variety of publications in the periodical section of the library which contain useful material. Library personnel will be pleased to assist in the locating of these and other information for this project.

An abbreviated list of publications is noted below. Please do not feel obliged to adhere strictly to this list as there are several others, journals, etc. which may be useful.

Journal of Marketing	Newsweek
Harvard Business Review	Business Week
Financial Post	Wall Street Journal
Journal of Retailing	

Submissions should be typed, a maximum of three pages in length, and be marketing specific.
Please note the following:

THE ESSAY:

- a) should be typed on 8 1/2 x 11" typing paper.
(DO NOT use erasable bond or onion skin)
- b) should be neat, free of grammatical errors,
and double spaced.

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- c) must be proofread by the student before submission for grading.
- d) pages, other than page one, should be numbered.
- e) should have a 1 1/2" left hand margin and a 1" right hand margin.
- f) the last line of each page should be approximately 1" from the bottom of the page.

The identification of the article should be done as follows:

- i) Name of the author, with forename or initials first; the family name followed by a comma.
- ii) Title of the article, placed between quotation marks, with a comma before the final quotation mark.
- iii) Name of the periodical, underlined and followed by a comma.
- iv) Volume number, written in Roman Numerals followed by month and year; then last separated by a comma and placed in parenthesis, with a comma following the second parenthesis.
- v) Page number or numbers followed by a period.

eg. Donald Rolehman and John O'Shaughnessy, "Difference in Attribute Importance for Different Industrial Products," Journal of Marketing, Vol. 38, (April, 1974) pp. 36-42

- vi) Below the article title should be the following:

Submitted by: _____ Section _____

Article overview: (in this section is a brief discussion of the assumptions and conclusions of the author. This section should be approximately 2 or 3 lines in length)

Discussion: (in this section you should elaborate upon the thoughts and ideas of the author. State his/her major points and observations; but do not simply recopy the article. You may wish to add your own observations in a concluding paragraph.)

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vii) Articles are due by 4:00 p.m. on the following dates:

Article 1	October 5
Article 2	November 2
Article 3	November 30

**COURSE
CONTENT:**

SECTION I - MARKETING IN THE DYNAMIC SETTING

This initial series is intended to acquaint the student with components of a marketing system. In this opening session, discussion is focused upon the role of marketing in society.

READING: McCarthy - Chapters 1-6, pages 3-132

HANDOUTS:

T. Leavitt, "Marketing Myopia" (2)
G. Bronson, "How Old-Line Jeans Produced Fashioned Survival Strategy" (2)
B. Abrams, "Selling Wine Like Soda Pop, Riunite Uncorks Hugh Market" (1)
Wall Street Journal, "Alcoa and Kaiser Roll Back Part of Price Boots" (3)
R. Shaffer, "Lightweight Plastic Composites are Rivaling Aluminum and Steel" (4)
B. Abrams, "Food Firms trying to Cash In on Growing Takeout Market" (4)
Wall Street Journal, "A Little Known Source of Technical Data" (5)
B. Abrams, "Middle Generation Growing More Concerned with Selves" (6)
J. Guyon, "Gourmet-Food Market Grows As Affluent Shoppers Indulge" (6)

Cases: Tom's Cleaning Co. P. 469 (1)
Quenton, Limited P. 468 (3)
Kemek Manufacturing P. 470 (2)
Redi, Limited P. 471 (4)
The Capri P. 473 (5)

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SECTION II - THE MARKET PLACE

This series examines some of the techniques employed in the identification and selection of product markets. Determinants of buyer behavior is a major consideration in this section. Class discussions will also focus upon the intermediate customer, who he is, why he buys, how he buys, market segmentation is considered.

READING: McCarthy - Chapters 7 -9

HANDOUTS:

- J.A. Howard, "Theory of Buyer Behavior" (7)
- P. Kotler, "Behavioral Models for Analyzing Buyers" (7)
- B. Abrams, "How Charles of the Ritz knows What It Is That Women Want" (7)
- R. Guentier, "Nowadays the Chic Bathroom Has a Steambath, Bar and T.V." (7)
- A. Nag, "GM's Changes In Buying Steel Up-Set Industry" (8)
- Wall Street Journal, "How Home Builder Keeps Busy in Ohio" (8)
- B. Abrams, "Measuring Markets by Hopes and Fears" (9)

- Cases: Sleep-Inn Motel - P. 474 (7)
Laurentian Steel Co. P. 472 (8)
New Start Furniture - P. 484 (9)

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SECTION III - THE PRODUCT

This section explores the importance of the product in the marketing mix. Issues relevant to the developing and establishment of policies and strategies for both new and existing products are discussed.

READING: McCarthy Chapters 10, 11, 12

HANDOUTS:

- L. Ingrassia, "Those Little Alligators on Clothes Sell Big....." (10)
- B. Abrams, "Reports of Genevics Success May be Greatly Exaggerated" (10)
- B. Abrams, "Packaging Often Irks Buyers, But Firms Are Slow to Change" (10)
- N. Dhalla, "Forget the Product Life Cycle Concept (11)
- J. Roberts, "Boot Maker Transforms Image And Turns a Handsome Profit" (11)
- E. Larson, "Calculator Makers Add Features and Cut Prices to Find a Niche in a Crowded Market" (11)

Cases: Ski Haus Sports Shop - P. 479 (10)
Woodwards Deptment Stores - P. 475 (11)
Deller Company P. 481 (12)

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SECTION IV - DEVELOPING THE MARKETING MIX

This series explores the concept of distribution channels, the role of retailing in the distribution of goods and the value of wholesalers. Major focus is upon the nature of various channel members and their importance as a linking pin in the flow of goods and services from producer to consumer.

READING: McCarthy - Chapters 13 - 14

HANDOUTS:

- D. Tigert, "Shopping Center Sameness....." (13)
- E. Watson, "A Simple Idea - Cut out the
Middleman" (13)
- J. Partridge "McMaking It" (13)
- S.G. Peitchinis, "The Role of the Wholesaler" (14)

Cases: Andrews Photo Limited - P. 480 (13)
Watson Sales Co. - P. 482 (14)

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SECTION V - THE PROMOTION MIX

In this section classroom discussion focuses upon the elements of the promotion mix. Consideration is given to understanding the interdependence of these activities and their importance in the development of marketing strategies.

READING: McCarthy - Chapters 15, 16, 17

HANDOUTS:

- _____ "The Combines Investigation Act" (15)
- A. Van Dam, "Can Advertising Change Life-styles?" (15)
- R. Oliver, "An Ad Man Argues Advertising Can keep Prices Down" (15)
- S. Weiner, "Many Stores Abandon 'Service With a Smile' Rely on Signs, Displays" (16)
- B. Abrams, "Comparative Ads Are Getting More Popular, Harder Hitting" (17)

Cases: Billing Sports Co. - P. 486 (15)
Bayer Furniture Company - P. 488 (16)
Mayfair Detergent Co. - P. 512 (17)

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SECTION VI - STRATEGY PLANNING

This section rounds out the course. Here planning and the implementation of plans are discussed. In this series lectures and exercises will focus upon the total marketing mix and their interdependence in the development of marketing plans.

READING: McCarthy - Chapters 18, 19, 21

HANDOUTS:

- B. Abrams, "Consumer Goods Firms Turn to Price Cuts to Increase Sales" (18)
- K. Christensen, "Three Plywood Companies Lose Appeal...." (19)
- J. Curley, "Will Travelers Be Put at Mercy of the Airlines?" (21)
- E.T. Grether, "Marketing and Public Policy: A Contemporary View" (21)
- L. Sallot, "The Consumer Guerrilla" (21)

Cases: Ace Photofinishing Co. - P. 492 (18)
Demmer Mfg. Co. - P. 495 (19)
Lewis Tool Co. - P. 496 (21)