

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 109 - INTRODUCTION TO MARKETING

W.D. Fletcher

TEXT: Fundamentals of Marketing, Montrose S. Sommers, James G. Barnes, William J. Stanton, and Charles Futrell, (Toronto: McGraw-Hill Ryerson Limited, 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 customer, students will develop analytical skills. The case method is the primary learning vehicle.

COURSE OBJECTIVE: This course is a survey of the field of marketing examined from an organizational perspective. The major objective is to acquaint the student with fundamental principles, concepts, definitions and basic issues encountered in a day to day business environment. Through a combination of lectures and case studies, classroom sessions will emphasize practical and applied procedures regularly employed in the administration of an organization's marketing program.

GRADING: Students will be expected to attend class on a regular basis. Any student having more than 6 inexcusable absences may not be permitted to write the final exam.

Unless unpreventably detained, students are expected to be in class on time. Students who are chronically late may not be permitted to write the final exam.

All assignments must be submitted on time and in an acceptable format.

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	

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 Breving 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 Breving Co. (B) P.280
Upper Canada Breving Co. (C) P.346
Upper Canada Breving Co. (D) P.434
Upper Canada Breving Co. (E) P.522

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

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.

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.

ARTICLE IDENTIFICATION:

1. Name of the author, with forename or initial 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....|

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.

GRANDE PRAIRIE REGIONAL COLLEGE

Line 4 -----> Computers and their Impact
on the monitor on People in the Workplace

Line 25 -----> Presented by (Student Name) to
W. Fletcher, in partial fulfillment
of the requirements for BA 115,
Introduction to Computers
in Business

Line 51-----> JULY 27, 198X

T. Robert Wilson, "Computers and their Impact on People in the Workplace," Journal of Micro Computing, Volume XXVII, (April, 198X), Pages 103 - 117.

Submitted by: _____ Section: _____

Article Overview:

(This section should contain a brief discussion of the assumptions and conclusions of the author. This section should be approximately 2 to 3 lines in length.)

Discussion:

(In this section you should elaborate upon the thoughts and ideas of the author. State, in your own words, his/her major points and observations. This section should be no more than 3 pages in length.)

Conclusion:

(In this section you may wish to state your own views. It is here that you may take issue with the author, support his/her observations or simply add your own comments. This section is not obligatory.)

Stanley W. Mendall, "Compaq Deskpro 386," Computer Buyers Guide and Handbook, (November/December, 1988), Pages 58 - 67.

Submitted by: Leslie Williamson Section: A3

Article Overview:

The new Compaq Deskpro 386 is the recommended computer for the small or medium sized business because of the new Intel 80386 microchip and the growing adoption of the OS/2 operating system.

Discussion:

Using the new Intel 16 MHz 80386 chip, the Compaq Deskpro 386 is one of the most powerful microcomputers on the market today. The model comes equipped with a standard 40Mb hard disk, a 3.5 diskette capable of holding 1.44 Megabytes of data, over 1Mb of internal Ram memory (expandable to 14Mb on the planar board without using an expansion slot) and a 32 bit data bus.

The Compaq Deskpro Model 130 is also available. This system which may be considered an enhanced version of the Model 386 has a 130 Mb hard drive and is capable of using the following operating systems: MS-DOS Version 3.x, XENIX V/286, XENIX V/386 and OS/2.

The new Intel 80386 chip speeds the computers ability to perform work by being able to retrieve larger chunks of information from storage and also by carrying out instructions more quickly. The 80386 chip fetches, processes and returns information in 32-bit chunks compared with the Intel 80286 chip found in the IBM AT systems which uses 16/32 bits at a time. The 32 bit design of the Compaq effectively almost doubles the speed of the chip over the "286" based machines. The 32 bit design permits the RAM to hold 2^{32} address locations which means that the 32-bit design can hold 64,000 times as many address locations as the old 16-bit registers. Furthermore, the new 80386 has a higher clock speed than the 16-bit based machines enabling to carry out instructions at about twice the speed of the "286" machines. (To execute each instruction requires a certain number of "ticks" of an internal clock.)

The real power of the Compaq Deskpro 386 is confirmed when the machine is running the XENIX operating system in protected mode. This is a multi-user, multi-tasking system which regulates various programs being run simultaneously. The key to the protected mode is that the XENIX can communicate with the programs; however, the programs must obtain special permission to communicate with the XENIX. This communication system is something that the MS-DOS cannot provide. The downside to the XENIX operating system is that it is extremely complicated to

learn. A person can learn the basics of running a DOS machine in approximately eight hours, whereas a 3 day seminar would only prepare a person for the intermediate and advanced courses of the XENIX operating system.

The muscle of the 386 can be demonstrated by the tests conducted by the above mentioned magazine comparing the 386 with both an IBM PC and an IBM AT. The tests indicate that the Compaq Deskpro 386 took 14 seconds to recalculate a Lotus spreadsheet while an IBM PC took 77 seconds; the 386 took 7.5 seconds to run the DOS SORT command on a reversed list of 1,000 words, while the PC completed the same task in 87 seconds; and the 386 completed a floating point math benchmark test in 7.5 seconds while the PC took over one minute. In fact the 386 is so fast, and so quiet, that the testers thought something was wrong with the demonstration machine because they missed hearing the whirl of the disk drive and seeing the accompanying disk drive light.

Criticism levied at the 386 suggest that users do not need that much power and that a clone can perform the same functions in a longer time period. However, a cost study carried out by the magazine discovered that the Deskpro paid for itself in 244 hours by eliminating the time that employees wait for the completion of sorting and computing functions.

The example used gave a low-level manager a base hourly rate of \$20.00. This figure included fringe benefits as well as a pre-determined overhead rate. Based on the calculations, the Deskpro is estimated to save a company \$17.61 per hour in waiting time over the IBM PC.

Compaq is known to have a "Jack the Giant Killer" reputation in industry because, like any good imitator, it waits until the standard is set and then improves upon it. Compaq did this with IBM'S PC design. They waited until the PC was on the market and improved upon it with a portable Compaq. By the time IBM started selling the Portable PC, Compaq had already seized the market.

Conclusion:

The Compaq Corporation is breaking away from the tradition of "innovative conservatism" and following the IBM mold by opting for the XENIX/386 OS. This Operating System allows the Compaq to act as the central machine with 3 or 4 users in a multi-tasking, multi-user processing mode.