



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2016

MK3960 A2: INTRODUCTION TO MARKETING – 3 (3-0-0) 45 HOURS

INSTRUCTOR: Doris Hoveland **PHONE:** (780) 539-2824
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OFFICE HOURS: Tuesday & Thursday 1:00-2:30 or by appointment

CALENDAR DESCRIPTION:

This course explores all aspects of marketing, with a particular emphasis on the consumer, the "people" component of the definition.

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Crane, F., Kerin, R., Hartley, S., & Rudelius, W. (2014). *Marketing* (9th Canadian ed.). Toronto, Ontario: McGraw-Hill Ryerson Limited.

DELIVERY MODE(S):

The class work will be comprised of lectures, class discussions, and small group work.

COURSE OBJECTIVES:

In this course, students will gain an understanding of the classic marketing model of segmenting, targeting, and positioning through the effective use of marketing information and application of the Four Ps (Product, Price, Promotion, and Place).

LEARNING OUTCOMES:

By the end of the course, students should be able to:

- Understand and effectively apply the classic 4Ps model of marketing to real marketing situations.
- Understand and effectively apply common marketing models and concepts (e.g. Product Life Cycle, Consumer Decision Making Process, etc.) to real world situations.
- Recognize, define, and correctly use basic marketing terminology.
- Understand and apply the classic business planning concepts (Objectives, Strategy, Tactics, Execution, and Evaluation) to real world situations.
- Appreciate the importance of measuring and monitoring customer needs – information driven decision - while also taking into account creativity and innovative thinking in making marketing decisions.
- Explain how marketing fits into the bigger picture of making good business decisions
- Explain how marketing concepts can be used beyond the commercial sector.
- Compose a basic SWOT analysis for a given or real world situation.

TRANSFERABILITY:

University of Alberta
University of Calgary
University of Lethbridge
Athabasca University
Augustana Faculty, University of Alberta
Concordia University College
Grant MacEwan University
King's University College

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinerearch.html?SearchMode=S&step=2>

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

| | |
|-------------------|-------------|
| Quizzes | 40% |
| Assignments | 30% |
| Final Examination | <u>30%</u> |
| Total | <u>100%</u> |

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Alpha Grade | 4-point Equivalent | Percentage Guidelines |
|-------------|--------------------|-----------------------|-------------|--------------------|-----------------------|
| A+ | 4.0 | 90-100 | C+ | 2.3 | 67-69 |
| A | 4.0 | 85-89 | C | 2.0 | 63-66 |
| A- | 3.7 | 80-84 | C- | 1.7 | 60-62 |
| B+ | 3.3 | 77-79 | D+ | 1.3 | 55-59 |
| B | 3.0 | 73-76 | D | 1.0 | 50-54 |
| B- | 2.7 | 70-72 | F | 0.0 | 00-49 |

COURSE SCHEDULE/TENTATIVE TIMELINE:

| Week | Topic | Required Reading |
|------|--|------------------------|
| 1 | Introduction | |
| 2 | Marketing: Customer Value, Satisfaction, Relationships and Experiences Developing Successful Marketing Strategies | Chapter 1 Chapter 2 |
| 3 | Scanning the Marketing Environment Ethics and Social Responsibility in Marketing | Chapter 3 Chapter 4 |
| 4 | Consumer Behaviour | Chapter 5 |
| 5 | Organizational Markets and Buyer Behaviour | Chapter 6 |
| 6 | Market Segmentation, Targeting and Positioning | Chapter 9 |
| 7 | Developing New Products and Brands | Chapter 10 |
| 8 | Managing Products and Brands | Chapter 11 |
| 9 | Managing Services | Chapter 12 |
| 10 | Pricing Products and Services | Chapter 13 |
| 11 | Managing Marketing Channels and Supply Chains | Chapter 14 |
| 12 | Retailing | Chapter 15 |
| 13 | Integrated Marketing Communications and Direct Marketing | Chapter 16 |
| 14 | Advertising, Sales Promotion, and Public Relations | Chapter 17 |
| 15 | Personal Selling and Sales Management | Chapter 18 |

STUDENT RESPONSIBILITIES:

Attendance:

Regular attendance is critical for success in this course. Attendance includes arriving to class on time and being prepared by having assigned homework and readings completed.

Assignments:

Assignments must be submitted by the due date. Late submissions, if accepted, will be assessed a penalty of 10%.

Quizzes:

To gauge your understanding of the course material, a series of quizzes will be scheduled every two weeks. Only your top 5 quizzes will count towards your final grade. **No rewrites will be given on missed quizzes.**

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

**Note: all Academic and Administrative policies are available on the same page.