



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**COURSE OUTLINE – FALL 2014**

**MK3960 3(3-0-0)UT – INTRODUCTION TO MARKETING**

**INSTRUCTOR:** Jonathan Verhesen      **PHONE:** 780-539-2211 (office)  
**OFFICE:** K220      **E-MAIL:** Jverhesen@gprc.ab.ca

**OFFICE HOURS:** Tuesday & Wednesday 13:00-14:00 or by appointment

**PREREQUISITE(S)/COREQUISITE:** None

**REQUIRED TEXT/RESOURCE MATERIALS:**

Crane, Kerin, Hartley, Rudelius. Marketing, 9th Canadian Edition. USA: McGraw-Hill Ryerson Limited (2011).

**CALENDAR DESCRIPTION:**

This introductory course explores what is involved in the practice and management of marketing.

**CREDIT/CONTACT HOURS:**

This is a 3 credit course with 3 lecture hours per week. Students are expected to attend all classes.

**DELIVERY MODE(S):**

MK 3960 consists of three hours of instruction weekly. The instructional approaches used will include lectures, case studies, videos, student presentations, and class discussions. To facilitate such discussions, students are expected to have completed assigned readings before class. The selected cases are studies of marketing decision-making situations. Readings address the basic concepts of the marketing process while the cases provide

students with the opportunity to see how these concepts relate to actual organizational challenges. Students are expected to incorporate issues addressed in the readings to case analysis.

### **OBJECTIVES (OPTIONAL):**

1. To familiarize students with:
  - contemporary marketing, its processes and practices;
  - the marketing planning process and how marketing contributes to the achievement of company objectives;
  - the behaviour and decision-making processes of consumers and business and industry customers;
  - the marketing mix elements ; and
  - emerging areas of marketing
2. To provide an opportunity for students to develop and refine their communication skills.

### **TRANSFERABILITY:**

\*\* 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

### **GRADING CRITERIA:**

The following components will determine the student's final grade:

|                            |     |
|----------------------------|-----|
| 1. Exam I                  | 20% |
| 2. Exam II                 | 20% |
| 3. Case Analysis - (Group) |     |
| - Written                  | 15% |
| - Presentation             | 15% |
| 4. Class Professionalism   | 10% |
| 5. Cumulative/Final Exam   | 20% |

\*In addition to the graded course assignments, students may be expected to complete various "informal" reading and writing assignments. (e.g. chapter-end questions for discussion) Pop quizzes may be used to give students feedback on their comprehension and retention. Quiz scores may be factored into the Class Participation component of the student's final grade.

| <b>GRANDE PRAIRIE REGIONAL COLLEGE</b> |                           |                              |  |
|--|---------------------------|------------------------------|--|
| <b>GRADING CONVERSION CHART</b>        |                           |                              |  |
| <b>Alpha Grade</b>                     | <b>4-point Equivalent</b> | <b>Percentage Guidelines</b> | <b>Designation</b>                         |
| <b>A<sup>+</sup></b>                   | <b>4.0</b>                | <b>90 – 100</b>              | <b>EXCELLENT</b>                           |
| <b>A</b>                               | <b>4.0</b>                | <b>85 – 89</b>               |  |
| <b>A<sup>-</sup></b>                   | <b>3.7</b>                | <b>80 – 84</b>               | <b>FIRST CLASS STANDING</b>                |
| <b>B<sup>+</sup></b>                   | <b>3.3</b>                | <b>77 – 79</b>               |  |
| <b>B</b>                               | <b>3.0</b>                | <b>73 – 76</b>               | <b>GOOD</b>                                |
| <b>B<sup>-</sup></b>                   | <b>2.7</b>                | <b>70 – 72</b>               |  |
| <b>C<sup>+</sup></b>                   | <b>2.3</b>                | <b>67 – 69</b>               | <b>SATISFACTORY</b>                        |
| <b>C</b>                               | <b>2.0</b>                | <b>63 – 66</b>               |  |
| <b>C<sup>-</sup></b>                   | <b>1.7</b>                | <b>60 – 62</b>               |  |
| <b>D<sup>+</sup></b>                   | <b>1.3</b>                | <b>55 – 59</b>               | <b>MINIMAL PASS</b>                        |
| <b>D</b>                               | <b>1.0</b>                | <b>50 – 54</b>               |  |
| <b>F</b>                               | <b>0.0</b>                | <b>0 – 49</b>                | <b>FAIL</b>                                |
| <b>WF</b>                              | <b>0.0</b>                | <b>0</b>                     | <b>FAIL, withdrawal after the deadline</b> |

### **EVALUATIONS:**

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts is fair game for exams. The final exam will cover material from the start of the course. More detail on the exams will be provided as the term progresses.

### **Case Analyses:**

The assignment will consist of typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 15-20-minute long presentations. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook.

Solutions and recommendations are to conclude the analysis. Presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation. Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a hand-in analysis (typed, 8-page maximum double-spaced) of a specified case.

**Attendance and Participation:**

Student attendance and participation are critical to the success of this course. Students are responsible for obtaining any notes or handouts missed due to an absence.

**STUDENT RESPONSIBILITIES:**

**STATEMENT ON PLAGIARISM AND CHEATING:**

Refer to the College Policy on Student Misconduct: Plagiarism and Cheating at [https://www.gprc.ab.ca/files/forms\\_documents/Student\\_Misconduct.pdf](https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf)

\*\*Note: all Academic and Administrative policies are available at <https://www.gprc.ab.ca/about/administration/policies/>

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

**Fall 2014**

**(\*May be revised as required)**

| Date                                    | Week | Topics  | Reading |
|---|------|---|---------|
| <b>INITIATING THE MARKETING PROCESS</b> |      |   |         |
| Sept 4                                  | 1    | Course Introduction                                       |         |
| Sept 9                                  | 2    | Customer Value, Satisfaction, Relationships & Experiences | Ch. 1   |
| Sept 11                                 | 2    | Developing Successful Marketing Strategies                | Ch. 2   |

|  |    |  |        |
|--|----|--|--------|
| Sept 16                                  | 3  | Scanning the Market Environment                          | Ch. 3  |
| Sept 18                                  | 3  | Ethics and Social Responsibility in Marketing            | Ch. 4  |
| <b>UNDERSTANDING BUYERS AND MARKETS</b>  |    |  |        |
| Sept 23                                  | 4  | Consumer Behavior  | Ch. 5  |
| Sept 25                                  | 4  | Organizational Markets and Buyer Behavior                | Ch. 6  |
| Sept 30                                  | 5  | Reaching Global Markets                                  | Ch. 7  |
| Oct 2                                    | 5  | Discussion   |        |
| Oct 7                                    | 6  | Exam Chapters 1-7  |        |
| <b>TARGETING MARKETING OPPORTUNITIES</b> |    |  |        |
| Oct 9                                    | 6  | Marketing Research: From Information to Action           | Ch. 8  |
| Oct 14                                   | 7  | Market Segmentation, Targeting and Positioning           | Ch. 9  |
| <b>SATISFYING MARKETING OPPOTUNITIES</b> |    |  |        |
| Oct 16                                   | 7  | Developing New Products and Services                     | Ch. 10 |
| Oct 21                                   | 8  | Managing Products and Brands                             | Ch. 11 |
| Oct 23                                   | 8  | Managing Services  | Ch. 12 |
| Oct 28                                   | 9  | Pricing Products and Services                            | Ch. 13 |
| Oct 30                                   | 9  | Managing Marketing Channels and Supply Chains            | Ch. 14 |
| Nov 4                                    | 10 | Discussion   |        |
| Nov 6                                    | 10 | Exam Chapters 8-14                                       |        |
| Nov 11                                   | 11 | Fall Break   |        |
| Nov 13                                   | 11 | Retailing  | Ch. 15 |
| Nov 18                                   | 12 | Integrated Marketing Communications and Direct Marketing | Ch. 16 |
| Nov 20                                   | 12 | Advertising, Sales Promotion and Public Relations        | Ch. 17 |
| Nov 25                                   | 13 | Personal Selling and Sales Management                    | Ch. 18 |

|        |    |  |        |
|--------|----|--|--------|
| Nov 27 | 13 | Putting It All Together: The Strategic Marketing Process | Ch. 19 |
| Dec 2  | 14 | Group Presentations                                      |        |
| Dec 4  | 14 | Group Presentations                                      |        |
| Dec 8  |    | Last Day of Classes                                      |        |

LAST BUT NOT LEAST

- \* hand-in assignments are to be typed unless otherwise specified
- \* hand-in assignments are due at the beginning of class on the due date
- \* classes start promptly
- \* if you feel you have a valid reason for an extension, please request it well in advance
- \* unauthorized late assignments, if accepted, will have a 25% per day late penalty
- \* enter into discussions and exercises
- \* avoid private conversations when someone else has the floor
- \* ask questions to make sure you understand