



DEPARTMENT OF BUSINESS ADMINISTRATION

AND OFFICE ADMINISTRATION

COURSE OUTLINE – MK3960 3(3-0-0)45UT Introduction to Marketing

INSTRUCTOR: Richard Beeson **PHONE:** 539-2864 (office)
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OFFICE
HOURS: Monday & 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 (2014).

CALENDAR DESCRIPTION:

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

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:

To develop a broad understanding of the concepts integral to marketing.

LEARNING OUTCOMES:

1. To familiarize students with:
 - a. contemporary marketing, its processes and practices;
 - b. the marketing planning process and how marketing contributes to the achievement of company objectives;
 - c. the behaviour and decision-making processes of consumers and business and industry customers;
 - d. the marketing mix elements ; and
 - e. 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	15%
2. Case Analysis # 1 - (Group)	
- Written & Presentation	15%
3. Exam II	15%
4. Class Participation	10%
5. Exam III	15%
6. Cumulative Exam	30%

*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. Written case analysis will be graded in the event of presentation failure. Final grade may be norm adjusted.

EXAMINATIONS:

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. The paper will be graded in the event of presentation failure.

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.

STATEMENT ON PLAGIARISM AND CHEATING:

Please refer to the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf

COURSE SCHEDULE/TENTATIVE TIMELINE:

Fall 2015

(*May be revised as required)

Date	Week	Topics	Reading
INITIATING THE MARKETING PROCESS			
Sept. 03	1	Course Introduction	
Sept. 08	2	Customer Value, Satisfaction, Relationships & Experiences	Ch. 1
Sept. 10	2	Developing Successful Marketing Strategies	Ch. 2
Sept. 15	3	Scanning the Marketing Environment	Ch. 3
Sept. 17	3	Ethics and Social Responsibility in Marketing.	Ch. 4
UNDERSTANDING BUYERS AND MARKETS			
Sept. 22	4	Consumer Behaviour	Ch. 5
Sept. 24	4	Organizational Markets and Buyer Behaviour.	Ch. 6
Sept. 29	5	Reaching Global Markets	Ch. 7
Oct. 01	5	Discussion	
Oct. 06	6	Exam Chapters 1-7	
TARGETING MARKETING OPPORTUNITIES			
Oct. 08	6	Marketing Research: From Information to Action	Ch. 8
Oct. 12	7	Thanksgiving	
Oct. 13	7	Market Segmentation, Targeting and Positioning	Ch. 9
SATISFYING MARKETING OPPORTUNITIES			
Oct. 15	8	Developing New Products and Services	Ch. 10

Oct. 20	8	Managing Products and Brands	Ch. 11
Oct. 22	9	Managing Services	Ch. 12
Oct. 27	9	Pricing Products and Services	Ch. 13
Oct. 29	10	Managing Marketing Channels and Supply Chains	Ch. 14
Nov. 03	10	Discussion	
Nov. 05	10	Exam Chapters 8-14	
Nov. 10	11	Retailing	Ch. 15
Nov. 11	11	Remembrance Day	
Nov. 11-13	11	Fall Break	
Nov. 17	12	Integrated Marketing Communications and Direct Marketing	Ch. 16
Nov. 19	12	Advertising, Sales Promotion, and Public Relations	Ch. 17
Nov. 24	13	Personal Selling and Sales Management	Ch. 18
Nov. 26	13	Pulling It All Together: The Strategic Marketing Process	Ch. 19
Dec. 01	14	Using Social Media to Connect with Consumers	Ch. 20
Dec. 03	14	Exam Chapter 15-20	
Dec. 08	15	Advertising & Last day of classes	
Dec. 09		Last day of classes	
Dec. 19		Last day of Final Exams	

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

Student Rights and Responsibilities:

1. Keep this outline. It will be your course reference throughout the term.
2. You are responsible for changes (additions and/or deletions) to this outline made in class.
3. It is your responsibility to attend class. Should you be unable to attend class, it is your responsibility to find out what was missed from your peers.

GPRC Policy Link:

https://www.gprc.ab.ca/files/forms_documents/StudentRightsandResponsibilities.pdf

Grades will be assigned on the Letter Grading System. Grades may be adjusted normatively.

			Business Administration Department
			Grading Conversion Chart
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	95 – 100	EXCELLENT
A	4	90 – 94	
A⁻	3.7	85 – 89	FIRST CLASS STANDING
B⁺	3.3	80 – 84	
B	3	76 – 79	GOOD
B⁻	2.7	72 – 75	
C⁺	2.3	68 – 71	SATISFACTORY
C	2	64 – 67	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL