



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

#### COURSE OUTLINE – FALL 2008

#### MK 3960 3(3-0-0)UT – Introduction to Marketing

**Instructor** Trevor Thomas

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**Office Hours** Monday & Wednesday  
9:00 – 10:00 am or  
by appointment

#### **Prerequisite:**

None

#### **Required Text/Resource Materials:**

Berkowitz, Crane, Kerin, Hartley, Rudelius. Marketing ,6th Canadian Edition. USA: McGraw-Hill Ryerson Limited (2006).

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **COURSE DESCRIPTION**

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

#### **COURSE FORMAT**

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:**

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To develop business problem solving skills through use of the case method.
3. To acquaint students with the techniques used in defining and selecting target markets.
4. To develop an appreciation of the importance of looking at marketing from the customer's point of view.
5. To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.

## **Grading Criteria:**

<b>MARKS</b>	Midterm Exam 1	15%
	Cases	25%
	Midterm Exam 2	20%
	Final Exam	30%
	Professionalism	10%

Grades will be assigned on the Letter Grading System.

### **Business Administration and Commerce Department**

#### **Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A+</b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A-</b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B+</b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B-</b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C+</b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C-</b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D+</b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **-The Details**

### **In Class Activities**

As much as possible, I am going to try to avoid lecturing about the course material. Instead, I will try to use in-class discussions, case studies, and other application exercises for the most part. For this approach to work, you must come prepared to each class.

#### **Mid term Exam**

The midterm exams will be a combination of multiple choice and long answer questions. It will test your ability to show you understand and to apply concepts of Intro Marketing.

You will have 75 minutes to complete this test.

#### **Participation**

To get the most out of this class, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed.

If you attend all of the classes and at least contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 10 percent of your course grade for inadequate attendance and/or participation

## Cases

Case work will be done in groups using the theory learned and applying it in a practical case. Students will have a couple of practice cases to understand what is expected in the cases for marks.

## Final Exam

Like the mid term exam, the final exam will test your ability to apply the course material. The Final exam will be a variety of multiple choice questions and questions relating to a Case. The Registrar will schedule the date and time for the final.

<b>Date</b>	<b>Topics / Key Questions</b>
Sept 4	Course Outline / Marketing Fundamentals  - Review course outline -What is a TARGET MARKET? What is POSITION? What is the MARKETING MIX? What is a PRODUCT? -What is PLACE (DISTRIBUTION)? What is PRICE? -What is PROMOTION? What are the PROMOTIONAL TOOLS? - Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX?
Sept 9, 11	Customer Value, Satisfaction, and Customer Relationships – Chapter 1 Developing Successful Marketing and Corporate Strategies – Chapter 2
Sept 16, 18	Scanning the Marketing Environment – Chapter 3 Ethics and Social Responsibility in Marketing – Chapter 4
Sept 23, 25	Video – ‘Supersize Me’ Consumer Behavior – Chapter 5
Sept 30, Oct 2	Organizational Markets and Buyer Behavior – Chapter 6 Reaching Global Markets – Chapter 7
Oct 7, 9	Case for Midterm MIDTERM 1
Oct 14, 16	Marketing Research – Chapter 8 Identifying Marketing Segments and Targets – Chapter 9

Oct 21, 23	Developing New Products and Services – Chapter 10 Managing Products and Brands – Chapter 11
Oct 28, 30	Managing Services – Chapter 12 Pricing Products and Services – Chapter 13
Nov 4, 6	Managing Marketing Channels and Supply Chains – Chapter 14 MIDTERM 2
Nov 11, 13	Retailing – Chapter 15 Integrated Marketing Communication and Direct Marketing – Chapter 16
Nov 18, 20	Advertising, Sales Promotion, and Public Relations – Chapter 17 Cleo Awards Video
Nov 25, 27	Personal Selling and Sales Management – Chapter 18 The Strategic Marketing Process – Chapter 19
Dec 2, 4	Case Work Review for FINAL
Dec 10, 19	Final Exam Final Exam - T.B.A.