

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1090 - INTRODUCTION TO MARKETING
Winter 1996

TEXT: Fundamentals of Marketing, Sommers, Barnes, Stanton, McGraw Hill Ryerson, Seventh Canadian Edition, 1995.

TEXT USAGE: The text will be used extensively in this course. You must have access to one. Using an earlier edition (e.g. sixth) is acceptable.

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 consumer, students will develop analytical skills.

COURSE OBJECTIVES:

- i) To acquaint students with terminology and fundamental concepts of marketing.
- ii) To solve business problems.
- iii) To acquaint students with techniques used in defining and selecting target markets.
- iv) To scope elements of buyer behaviour.
- v) To survey the components of the marketing mix to outline how the marketing mix relates to target markets.
- vi) To apply learning via case method.
- vii) To expose students to group work.

GRADING:

Quizzes	2 x 10	=	20%
Group Paper		=	15%
Mid Term Exam		=	20%
Final Exam		=	30%
Attendance		=	15%

GROUND:
RULES

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.
4. All hand-in assignments must be word processed or typewritten.

ATTENDANCE: To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 15 percent of the course grade will be determined by class attendance.

- ATTENDANCE WILL BE TAKEN AT EVERY CLASS.

- The attendance grade will be calculated according to the following formula:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{.75 \times \text{Total classes}}$$

EXAMPLE: Joe had 5 unexplained absences out of 52 classes.

$$\text{Attendance Grade} = 1 - \frac{5}{.75 \times 52} = 1 - .385 = 61.5\%$$

- A scheduled class that occurs on the same day as a test in another class will count double for attendance marks (i.e., do not skip BA 1090 to study for a test in another class.)
- Attendance also includes coming to class prepared (i.e. assigned homework and reading completed) and coming to class on time.

As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. **If you must miss a class, please inform me, preferably before your absence.** (Call my office, S39-2735). Upon your return, please show me that you have obtained a copy of the notes you have missed from another student. If both these things are done, you will be eligible for the attendance marks for the class(es) which you have missed.

BA 1090: CLASS SCHEDULE 1996

DATE	TOPIC(S)/KEY QUESTIONS	READING
Jan. 4	<u>Introduction</u> -Course outline -Overview of marketing strategy	Course outline
Jan. 9,12	<u>Introduction</u> -What is market? What is marketing? -Describe the 3 stages of marketing evolution -What is the marketing concept? What is the societal marketing concept?	Ch. 1
Jan. 16,18	<u>Marketing Environment</u> -What is the external macroenvironment? Briefly describe some of the important trends in each of the 6 areas of the macroenvironment -What are the 3 sources of competition? -What is the external microenvironment? -What is the internal environment?	Ch. 2
Jan. 23,25	<u>Marketing Planning</u> -Describe the management process -Describe the strategic planning process -Explain the following strategic models: marketing warfare; product/market expansion grid; Porter model; segmentation vs. mass marketing -What is the marketing mix? -What is a marketing plan?	Ch. 3
Jan. 30 and Feb. 1	<u>Segmentation</u> -Quiz #1 - Tuesday, Jan. 30 -What is market potential? What is segment potential? -What is a segment? What is a basis for segmentation? What is a target market? -What are the four guidelines for target market selection? -Compare aggregation with segmentation. -What are the 3 conditions for effective segmentation? -Briefly describe geographic and demographic segmentation. -What is the family cycle?	Ch. 4

BA 1090: CLASS SCHEDULE 1996 (continued)

DATE	TOPIC(S)/KEY QUESTIONS	READING
Feb. 5, 8	<u>Target Marketing</u> -How do the characteristics of business markets differ from consumer markets? -Briefly describe psychographic and product-related segmentation	Ch. 4
	-What is positioning? What is repositioning? -What is niche marketing? -What is product differentiation?	Ch. 5
Feb. 13, 15	<u>Buyer Behavior</u> -Describe the buyer decision making process -Compare a high involvement decision with a low involvement decision -What is a patronage motive? -What is cognitive dissonance (aka buyer's remorse.) -Briefly discuss the impact of culture on buyer behavior -Explain why income and social class are different segmentation variables -Briefly describe the characteristics of the 5 social classes -What is a reference group? What is an opinion leader? What is an influencer?	Ch. 6
	<u>Buyer Behavior</u> -What is a motive? Explain how Maslow's hierarchy applies to buying behavior -Explain why selective attention, selective distortion, and selective retention are important to marketers -How does learning impact buyer behavior? -How could a marketer use the concept of self concept? -What is an attitude? Why are they important to marketers? -What are the 3 types of business buy classes? How does business buying differ from consumer buying? -What is a buying centre?	Ch. 7
Feb. 20, 22	-Midterm Exam - February 22	
Feb. 27, 29	READING WEEK	

BA 1090: CLASS SCHEDULE 1996 (continued)

DATE	TOPIC(S)/KEY QUESTIONS	READING
Mar. 5, 7	<u>Product</u> -What is a product? -Briefly describe the 4 classes of consumer products -What are the 6 steps of the product development process? -Describe the 6 stage in the adoption process -Describe the 5 categories of adopters -What are the 5 characteristics which affect the rate of adoption? -Why do new products fail? Why do they succeed?	Ch. 8
Mar. 12, 14	<u>Product</u> -What is a product mix? What are its dimensions? -Describe the product life cycle. What are the marketing implications at each stage? -What is planned obsolescence? -What is a brand? What is brand equity? Why do companies brand products? What is a brand extension? -Differentiate a national brand from a private label -What are the 3 reasons for packaging? -PAPER DUE - March 14	Ch. 9 Ch. 10
Mar 19, 21	<u>Place</u> -What is a middleman? What functions do middlemen perform? What is a channel of distribution? -Compare direct distribution to indirect distribution -What is a VMS? -Compare intensive distribution with selective distribution and exclusive distribution -What is channel conflict? Why does it occur?	Ch. 14

BA 1090: CLASS SCHEDULE 1996 (continued)

DATE	TOPIC(S)/KEY QUESTIONS	READING
Mar. 26, 28	-QUIZ #2 - March 26	
	<u>Promotion</u>	
	-What are the 5 elements of the promotion mix?	Ch. 17
	-What are the 3 purposes of promotion?	
	-Compare advertising-dominant promotional situations with personal selling-dominant promotional situations	
	-What is a push strategy? What is a pull strategy?	
	-List 4 ways to determine a promotional budget.	
	-What is a promotional campaign?	
Apr. 3, 5	<u>Promotion</u>	
	-What is advertising? What is cooperative advertising?	Ch. 19
	-Discuss the 5 criteria for media selection	
	-Discuss the relative merits of the following media: t.v., radio, newspaper, magazine, out-of-home, direct mail	
	-What is sales promotion? Recognize various sales promotion tools. When is sales promotion used?	
	-What is public relations? What is publicity? Compare publicity with advertising	
Apr. 10, 12	<u>Price</u>	
	-Compare price with non-price competition	Ch. 13
	-Compare a marketing skimming strategy to a market penetration strategy	
	-What is psychological pricing?	
	-REVIEW and FINAL EXAM PREP	

JANUARY 1996

BA 1090 INTRODUCTION TO MARKETING

SHORT PAPER ON CONSUMER BEHAVIOUR

VALUE = 15% OF FINAL GRADE

On page 249 in the text is a vignette entitled Peter Taylor Buys Running Shoes. The assignment asks you to analyze what happens in light of three (3) consumer behaviour tools that were discussed in class. In other words, EXPLAIN what happens using the tools.

Your paper should be three to four typewritten pages (double spaced), have an Introduction, Body and Conclusion, and BE STRUCTURED. Two marks will be deducted from unstructured papers. Each tool should have FIVE markable points which may consist of:

- how his behaviour followed or differed from the model
- why he behaved as he did
- the reasons why he chose Nike/Sports Experts
- other (but specify)

Logical, analytical thinking will be rewarded; a rambling story will not. Case or tool supported statements will get marks whereas gut feel and marketing babble will not.

The paper should be a group effort (2 or 3 per group) and all will get identical grades.

These are fifteen soft marks if you follow instructions.

ANALYSIS

DEFINITION: To Analyze: to take to pieces, to resolve into elements, to examine critically part by part.

In other words, analysis sheds light on and makes meaningful raw data. Qualitative or quantitative raw data are mere description and as such, worthless in terms of marks.

The following activities are a partial listing of analytical activities:

- compare and contrast (absolute and relative)
- comments, observations and insights
- judgements, conclusions and implications
- assessment of value, appropriateness
- cause/effect relations, separation of symptoms and problem
- patterns, trends, generalizations
- central tendencies
- use of theory or model to explain data
- etc.

Example:

a) Description:	<u>Person</u>	<u>Mark</u>
	Fred	85
	Joe	80
	Susan	50
	Max	45
	Dagmar	40

b) Analysis:

- central tendencies - mean, median, mode, standard deviation, skew, graph
- # or fails, % fails
- # of excellents, % excellents
- males do better than females
- those with names with last letter before "f" do better
- even increments of 0/5
- etc.

Summary

Analysis is the massaging of data with the objective of making the data meaningful and useful. Computers generate data, managers analyze it (or, at least, instruct the computer to analyze it.) It is impossible to make good decisions based on description; analysis is mandatory.

Writing Style: Hints for Students

Students have, quite legitimately, complained that my expectations pertaining to written submissions have been vague and/or unrealistic. To address this,

please note the following:

1. Colloquialisms - use is discouraged but if appropriate, should be in quotes eg. "max out."
2. Spelling - buy and use a dictionary. In particular, please take note of errors identified and learn from them.
3. Grammar - at the college level, it is presumed that errors of grammar should be rare. In particular, please watch noun/verb agreement.
4. Possessives - a small but telling difference in English quality, eg. the company's assets not companies assets.

5. Recurring Errors -

<u>Correct</u>	<u>Incorrect</u>
develop	develope
definite	definate
rationale	rational
a lot	alot

6. Singular/Plural - The following are often confused by business students.

<u>Singular</u>	<u>Plural</u>
datum	data
criterion	criteria
appendix	appendices
medium	media
phenomenon	phenomena

7. Structure - Structure is key for 2 reasons:
 - i) organized writer's thinking and analysis
 - ii) eases reader's tasks

By structure, I mean a systematic and logical series of titles, subtitles and numbering scheme.

Example:

- A. INTRODUCTION
- B. ANALYSIS
 1. Current Situation
 - i) Sales
 - ii) Competition
 - a) Domestic

The importance of structure cannot be over emphasized. Failing to do so

creates problems; it does not solve them, and no manager I know of would accept a document of more than one page without coherent structure.

FINALLY: purpose or objective statements are invaluable tools and deserve frequent use.

eg. "Our purpose in examining competitive pressures is to highlight their growing intensity"

eg. "The objective of minimizing risk is best determined by verb."

8. Data - Charts and lengthy calculation should be in appendices. A suggested format for dealing with charts is:

eg. TITLE: Question 10

Raw #	$\frac{1}{6}$	$\frac{2}{4}$	$\frac{3}{5}$	$\frac{4}{2}$	$\frac{5}{4}$	<u>Total</u>
x	28.6	19.0	23.8	9.5	19.0	99.9
Mean (weighted):	2.71					

Conclusions: 1) Wide spread suggests . . .

Also, histograms (bar charts) are useful visual tools, but should not replace sound analysis.

9. Sundry:

- Street language is never acceptable
eg. sort of, kinda, try and do something, a lot
- Point form is acceptable as long as it doesn't approach "punchiness":
eg. Advantage
- Cheap
- Bullet format (such as sundry section) is another valuable structure tool.
- Unless warranted MUSH words (such as may, perhaps, could, might, etc.) are not acceptable.

HOPE THIS HELPS, (ALOT).