

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

F92

BA 1090 INTRODUCTION TO MARKETING

INSTRUCTOR: Curtis Kuzyk  
Office C301  
Tel: 539-2971(office)  
532-0953(home)

OFFICE HOURS: Monday and Wednesday 10:00 A.M. to 12:00 P.M. or  
whenever you drop by my office and I am in.

TEXT: Fundamentals of Marketing, Sommers, Barnes et al.,  
McGraw Hill Ryerson, sixth Canadian Edition, 1992.

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 as well as the crucial element 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 survey the components of the marketing mix and to outline how the marketing mix relates to target markets.
- v) To expose students to group work

GRADING:

Quizzes	(2 x 10%)	20%
Group Case	(1 x 15%)	15%
Mid-term Exam		20%
Final Exam		35%
Class Participation		
Attendance		<u>10%</u>
		100%

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TESTS: Only those students who contact me before a test will be permitted to write a supplemental.

- ASSIGNMENTS:
1. Barring legitimately exceptional circumstances assignments are due at the beginning of class on the due date. Late assignments will be docked 10% per school day late. Please note that assignments are late as of 5 minutes after the beginning of class.
  2. Assignments must be typed.
  3. At the college level you are expected to submit assignments which are properly edited, free of spelling and grammatical errors. Assignments with excessive errors may be returned unmarked.

CASE MARKING

SCHEME:	Structure & English	15
	Analysis	
	use of analytical tools	15
	use of data	<u>15</u>
	Total	45

PUNCTUALITY/  
ATTENDANCE:

Classes will start on time and review of material already covered will not be provided for latecomers. As course success is highly correlated with attendance, a record of attendance will be taken on six occasions during the course. (6 x 1 mark, leaving 4 marks for class participation) No after-the-fact excuses will be entertained except for illness supported by a doctor's certificate.

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NOTES:

- i) Class Contribution
- responses to questions
  - questions raised
  - interaction with other students
  - demonstrated initiative

- ii) Stanine System

Conversion from percentages to stanines as follows:

90 - 100%	9
80 - 89%	8
72 - 79%	7
65 - 71%	6
57 - 64%	5
50 - 56%	4
45 - 49%	3
26 - 44%	2
0 - 25%	1

**PLAGIARISM:** the taking of ideas and exact words of another and the offering of them as one's own. Plagiarism specifically consists of copying verbatim from a book, magazine, etc.; using someone else's ideas, theory, interpretation, etc.; handing in a paper written by someone else.

The department of Administrative Studies is concerned about plagiarism within the program. as instructors we encourage students to use resources, whether primary or secondary, to support or refute positions they may take. If resources are used, if ideas are borrowed, or if someone's exact words are used, the students should document their sources.

IF an instructor **SUSPECTS** a student of plagiarism, he or she may:

- 1) wish to discuss the situation with the student
- 2) try to find the original source

IF an instructor **ACCUSES** a student of plagiarism, he or she may assign:

- 1) a "0" for the assignment
- 2) a "0" for the course

IF a student accused of plagiarism wishes to contest the charge he/she should:

- 1) discuss the problem with the instructor
- 2) discuss the situation with the Chairman of the Department
- 3) appeal to the Executive Committee of Academic Council

COURSE SCHEDULE in general terms. Schedule is open to revision and change depending on pace.

WEEK STARTING	TOPIC	TEXT CHAPTERS	ASSIGNMENT DUE
Sept. 2	Introduction	1	
8	Introduction	2	
15	Strategic Marketing	3	
22	Market Segmentation	4 & 5	Quiz 1
29	Buyer Behavior	6	
Oct. 6	Market Research	7	
13	Product Planning	8	Quiz 2
20	Product Mix/Branding	9/10	
27	Distribution	14	Midterm
Nov. 3	Wholesaling/Retailing	15/16	
10	Promotions	17	
17	Managing Promotions	18/19	
24	Price Determination	12	Case 6.2
Dec. 1	Pricing Strategies	13	
8	Review		

**IMPORTANT DATES:**

Quiz #1	September 24, 1992
Quiz #2	October 15, 1992
Midterm	October 29, 1992
Case #3	November 26, 1992
Final	