

GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
MCLENNAN  
COURSE OUTLINE

F. 92

BA 1090 - INTRODUCTION TO MARKETING

<b>INSTRUCTOR:</b>	Ivan Desjardins Telephone: 324-3737 (Office) 925-2019 (Home)														
<b>TEXT:</b>	<u>Fundamentals of Marketing</u> , Sommers, Barnes, et al., McGraw Hill Ryerson, sixth Canadian edition, 1991.														
<b>PREREQUISITE:</b>	None.														
<b>COURSE DESCRIPTION:</b>	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. The case method is the primary learning vehicle.														
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"><li>i) To acquaint students with terminology and fundamental concepts of marketing.</li><li>ii) To <u>solve</u> business problems.</li><li>iii) To acquaint students with techniques used in defining and selecting target markets.</li><li>iv) To scope elements of buyer behaviour.</li><li>v) To survey the components of the marketing mix and to outline how the marketing mix relates to target markets.</li><li>vi) To <u>apply</u> learning via the case method.</li><li>vii) To expose students to group work.</li></ul>														
<b>GRADING:</b>	<table><tr><td>CASE #1</td><td>10%</td></tr><tr><td>CASE #2</td><td>10%</td></tr><tr><td>TERM PROJECT</td><td>20%</td></tr><tr><td>MID TERM EXAM</td><td>15%</td></tr><tr><td>FINAL EXAM</td><td>35%</td></tr><tr><td>PARTICIPATION</td><td><u>10%</u></td></tr><tr><td></td><td>100%</td></tr></table>	CASE #1	10%	CASE #2	10%	TERM PROJECT	20%	MID TERM EXAM	15%	FINAL EXAM	35%	PARTICIPATION	<u>10%</u>		100%
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### **COURSE CONTENT:**

#### Chapter

- 1 The Field of Marketing
- 2 The Marketing Environment
- 3 Strategic Marketing Planning
- 4 Foundations for Market Segmentation
- 5 Segmentation, Positioning, and Forecasting
- 6 Social and Psychological Influences on Buyer Behaviour
- 8 Product Planning and Development
- 9 Product - Mix Strategies
- 10 Brands, Packaging, and Other Product Features
- 12 Price Determination
- 13 Pricing Strategies and Policies
- 17 The Promotional Program

The lecture hours will primarily involve class instruction and discussion on the above topics. It is strongly suggested that the relevant chapters be read before the appropriate class.

### **ASSIGNMENT POLICY:**

Assignments will be due at the beginning of class on the due date. Late assignments will not be accepted.

### **ATTENDANCE POLICY:**

Students are expected to attend all classes on a regular basis.