

# Introduction to Marketing

BA 1090

## Welcome to the World of Marketing

### Basic Course Information

#### Instructor

Kathleen D. Frei  
Room C 413  
539-2607 (messages)

#### Office Hours

Monday 10-11 a.m.  
Tues and Thurs 12:30-1:30 p.m.  
or by appointment.

#### Text

Tuckwell, Keith J. *Canadian Marketing in Action, 3rd ed.* Scarborough, Prentice-Hall, 1996.

#### Text Usage . . .

The text will be used extensively in this course. You must have access to one. Using another introductory marketing text is ok if you are willing to match the topics to the course outline.

#### Grading Scheme

Fundamentals Quiz . . . . .	5%
Chapter Reading Quizzes . . . . .	30%
Mid term Exam . . . . .	20%
Final Exam . . . . .	35%
Class Participation . . . . .	10%



### 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.

### Tips for Succeeding in this Course

1. Read the textbook before the material is covered in class.
2. Attend all scheduled classes.
3. Actively participate in all in-class discussions and activities.
4. Review the topic questions in the course schedule before each quiz and exam.
5. Learn from your mistakes on the chapter quizzes.
6. Analyze, don't just describe, with your case study answers.

### Key Dates

Thur, Sept 11	Marketing Fundamentals Quiz	Thur, Oct 23	Chapter 7 and 5 Quiz
Tue, Sept 16	Chapter 1 Quiz	Thur, Oct 30	Chapter 8 and 9 Quiz
Thur, Sept 18	Chapter 2 Quiz	Thur, Nov 13	Chapter 12 Quiz
Thur, Sept 25	Chapter 3 Quiz	Thur, Nov 20	Chapter 14 and 15 Quiz
Thur, Oct 2	Chapter 4 Quiz	Tues, Dec 2	Chapter 10 Quiz
Thur, Oct 9	Chapter 6 Quiz	Thur, Dec 4	Take Home Final Distributed
Thur, Oct 16	Mid term Exam	T.B.A.	Final Exam

## The Gory Details

### In Class Activities

I am planning on using a lot of in-class discussions, case studies, group work and other application exercises. This approach will only work if you come prepared to each class.

### Marketing Fundamentals Quiz

The first two classes will contain the basics of marketing. A strong grasp of these ideas are essential to understanding the course.

The fundamentals quiz will be composed of reverse definitions and multiple choice questions.

### Mid term Exam

The mid term (and final) test your application of course material. Accordingly, the mid term will be comprised of short answer, long answer, and case study questions. You will have 75 minutes to complete this test.

### Chapter Quizzes

To have class time used effectively, you must do the required reading before class. These chapter quizzes provide an incentive to do so.

Each chapter quiz will consist of a combination of multiple choice and / or reverse definitions. They test straight knowledge of course concepts and take approximately 15 minutes to complete. They will be marked and debriefed in class, immediately after writing them.

Please note that these quizzes must be written on the day and time they are scheduled. If you miss a quiz, you miss the opportunity for these quiz marks. (In essence, these quizzes also grade your attendance.)

### Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class activities.

Attendance will be taken at each class. In addition, I will monitor your active and constructive contribution to the class' learning. Your participation grade will reflect these two components.

### Final Exam

Like the mid term exam, the final exam will test your ability to apply the course material. Half of the exam will be a take home case study. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.



**Don't forget to refer to these pages as you go through this course!**

### Course Objectives

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To solve business problems.
3. To acquaint students with the techniques used in defining and selecting target markets.
4. To scope the elements of buyer behavior.
5. To survey the components of the marketing mix and show how they relate to target markets.
6. To apply learning via the case method.

## CLASS SCHEDULE 1997

Week	Topics / Key Questions	Reading
1	<b>Marketing Fundamentals</b> -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?	Outline, Fundamentals Handout
2	<b>Introduction</b> Marketing Fundamentals Quiz - Tuesday, January 13 Chapter 1 Quiz - Thursday, January 15 - What is MARKETING? What is a MARKET? - Describe the 4 STAGES OF MARKETING EVOLUTION. - Describe the MARKETING MANAGEMENT PROCESS. - Discuss the following: TQM, RELATIONSHIP MARKETING, DATABASE MARKETING, GLOBALIZATION, and INTERNET MARKETING.	Chapter 1
3	<b>Marketing Environment</b> Chapter 2 Quiz - Tuesday, January 20 -What is the INTERNAL ENVIRONMENT? -What is the EXTERNAL MACRO ENVIRONMENT? Briefly describe some of the important trends in the 5 MACRO ENVIRONMENTS. -Compare DIRECT COMPETITION to INDIRECT COMPETITION. Describe the 4 COMPETITIVE POSITIONS. -Relate and apply the concept of SWOT analysis.	Chapter 2
4	<b>Marketing Planning/Marketing Strategy</b> Chapter 3 Quiz - Tuesday, January 27 -Describe the relationship between OBJECTIVES, STRATEGIES, and TACTICS. - Explain the PLAN-DO-CHECK cycle. What is a MISSION STATEMENT? - Differentiate between CORPORATE STRATEGY and MARKETING STRATEGY. - What are CROSS MARKETING, STRATEGIC ALLIANCES, and STRATEGIC BUSINESS UNITS? - Explain the 5 components of a MARKETING PLAN. - Explain the PRODUCT/MARKET EXPANSION GRID.	Chapter 3

## 5 Segmentation

Chapter 4 and pg. 198-200

## Chapter 4 Quiz - Tuesday, February 3

- What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a SEGMENT?
- What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION?
- What is a TARGET MARKET?
- Compare a MASS MARKETING strategy with a SEGMENTATION strategy.
- Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic.
- Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.
- Explain the MARKETING SEGMENTATION CONTINUUM.
- Provide different examples of POSITIONING? What is REPOSITIONING?

## 6 Consumer Behavior

Chapter 6

## Chapter 6 Quiz - Tuesday, February 10

- Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a "black box?"
- Discuss the influence of CULTURE and SUBCULTURE on consumer behavior.
- List the 6 SOCIAL CLASSES. How does SOCIAL CLASS influence buyer behavior?
- Explain why INCOME and SOCIAL CLASS are different segmentation variables. What is a REFERENCE GROUP?
- Discuss how Family, Occupation, Economic Circumstances, Lifestyle, And Self Concept influence Consumer behaviour.
- What is a MOTIVE? Explain how MASLOW'S HIERARCHY applies to buying behavior.
- Explain the importance of SELECTIVE ATTENTION, SELECTIVE DISTORTION, & SELECTIVE RETENTION.
- What is an ATTITUDE? Why are they important to marketers?

## 7 Consumer Behavior (continued)

## Midterm Exam - Tuesday, February 17

- Describe the BUYER DECISION MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision.
- What is COGNITIVE DISSONANCE (buyer's remorse)?

## 8 Industrial Marketing / Marketing Research

Chapter 7 &amp; 8

## Chapter 7 and 8 Quiz - Tuesday, March 3

- What are the 5 different BUSINESS MARKETS?
- Discuss how business buying decisions differ from consumer buying decisions.
- What is a BUYING CENTRE? What are the 3 types of BUSINESS BUYING DECISIONS?
- Outline the MARKETING RESEARCH PROCESS.
- Differentiate between PRIMARY and SECONDARY DATA.
- Differentiate between QUANTITATIVE and QUALITATIVE research. What is a FOCUS GROUP?
- Discuss advantages and disadvantages of PERSONAL INTERVIEWS, TELEPHONE INTERVIEWS & MAIL SURVEYS.

## 9 Product

Chapter 8 &amp; 9

## Chapter 8 and 9 Quiz - Tuesday, March 10

- What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? Briefly describe the 4 CLASSES OF CONSUMER GOODS.
- 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?
- Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage?

## 10 Product / Place

Chapter 12

## Chapter 12 Quiz - Thursday, March 19

- What are the 7 steps of the NEW PRODUCT DEVELOPMENT PROCESS?
- Describe the 5 stages in the ADOPTION PROCESS. Describe the 5 CATEGORIES OF ADOPTERS.
- What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?
- What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.

## 11 Place / Promotion

## Chapter 14

Chapter 14 and 15 Quiz - ~~Thursday, March 26~~

- Compare INTENSIVE distribution with SELECTIVE distribution and EXCLUSIVE distribution
- What is CHANNEL CONFLICT? Why does it occur? What is a VMS?
- What is MULTI-LEVEL marketing? How does it differ from conventional distribution?
- What are the 5 elements of the PROMOTION MIX? What are the 3 purposes of promotion?
- What is a PUSH strategy? What is a PULL strategy?
- List 4 ways to determine a promotional budget.
- What is a promotional campaign?

## 12 Promotion

## Chapter 15

- What is ADVERTISING? What is COOPERATIVE ADVERTISING?
- Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME, DIRECT MARKETING.
- What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising.
- What is SALES PROMOTION? Recognize various sales promotion tools.  
When is sales promotion used?
- What is PERSONAL SELLING? When is it used?
- What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 6 FACTORS TO CONSIDER for participation in Event Marketing.

## 13 Price / Internet Marketing

Chapter 10, Pg 372-75  
and 386-88Chapter 10 Quiz - ~~Tuesday, April 7~~

- Compare PRICE with NON-PRICE competition. Discuss the 5 FACTORS AFFECTING PRICING. Discuss the 3 BASIC PRICING METHODS.
- Compare a SKIMMING strategy to a PENETRATION strategy. What is PSYCHOLOGICAL PRICING?
- What are some of the ways companies use the Internet to market products? What makes an effective Web site?

## 14 Review

Take Home Final Distributed

Final Exam - T.B.A.