

**GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE**

**BA 1090 - INTRODUCTION TO MARKETING**  
**Winter 1997**

- 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 acceptable if you are willing to match the topics to the course outline.
- 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 behavior.
  - 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:**
- |                   |     |
|-------------------|-----|
| Fundamentals Quiz | 5%  |
| Tests (2 @ 10%)   | 20% |
| Case Study        | 15% |
| Mid Term Exam     | 20% |
| Final Exam        | 30% |
| Attendance        | 10% |

**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, 10 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:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{.25 \times \text{Total classes}}$$

*EXAMPLE: Joe had 4 unexplained absences out of 28 classes.*

$$\text{Attendance Grade} = 1 - \frac{4}{.25 \times 28} = 1 - .571 = 42.9 \%$$

- 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 class. **If you must miss class, please contact me (539-2735), preferably before your absence.** Upon your return, please show me that you've obtained the class notes and any hand outs.

## BA 1090: CLASS SCHEDULE 1997

DATE	TOPIC(S) / KEY QUESTIONS	READING
Jan. 7, 9	<u>Marketing Fundamentals</u> -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, Fndmntls, Handout
Jan. 14,16	<u>Introduction</u> <b>Marketing Fundamentals Quiz - January 14</b>  - What is MARKETING? What is a MARKET? - Describe the 4 STAGES OF MARKETING EVOLUTION. - Describe the MARKETING MANAGEMENT PROCESS. - Discuss the following: TOM, RELATIONSHIP MARKETING, DATABASE MARKETING, GLOBALIZATION, and INTERNET MARKETING.	Chapter 1
Jan. 21, 23	<u>Marketing Environment</u> -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
Jan. 28, 30	<u>Marketing Planning/Marketing Strategy</u> <b>-Quiz #1 - Jan. 30</b>  -Describe the relationship between OBJECTIVES, STRATEGIES, and 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

## BA 1090: CLASS SCHEDULE 1997(Continued)

DATE	TOPIC(S) / KEY QUESTIONS	READING
Feb. 4, 6	<p><u>Segmentation</u></p> <ul style="list-style-type: none"><li>-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?</li><li>-Compare a MASS MARKETING strategy with a SEGMENTATION strategy.</li><li>-Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic.</li><li>-Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.</li><li>-Explain the MARKETING SEGMENTATION CONTINUUM.</li><li>-Provide different examples of POSITIONING? What is REPOSITIONING?</li></ul>	Chapter 4 and pg. 198-200
Feb. 11, 13	<p><u>Research / Consumer Behavior</u></p> <ul style="list-style-type: none"><li>-Outline the MARKETING RESEARCH PROCESS. Differentiate between PRIMARY and SECONDARY DATA. Differentiate between QUANTITATIVE and QUALITATIVE research. What is a FOCUS GROUP? Discuss the advantages and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS.</li> <li>-Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a "black box?"</li><li>-Discuss the influence of CULTURE and SUBCULTURE on consumer behavior.</li><li>-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?</li><li>-Discuss the following influences on consumer behavior: FAMILY, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFESTYLE, and SELF CONCEPT.</li></ul>	Chapter 5    Chapter 6
Feb. 18, 20	<p><u>Consumer Behavior</u></p> <p><b>Midterm Exam - February 20</b></p> <ul style="list-style-type: none"><li>-What is a MOTIVE? Explain how MASLOW'S HIERARCHY applies to buying behavior.</li><li>-Explain why SELECTIVE ATTENTION, SELECTIVE DISTORTION, and SELECTIVE RETENTION are important to marketers.</li><li>-What is an ATTITUDE? Why are they important to marketers?</li></ul>	
Feb. 25, 27	<p><u>READING WEEK</u></p>	

**BA 1090: CLASS SCHEDULE 1997(Continued)**

<b>DATE</b>	<b>TOPIC(S) / KEY QUESTIONS</b>	<b>READING</b>
Mar. 4, 6	<p><u>Consumer Behavior / Industrial Marketing</u> - Distribute and discuss Practice Case</p> <p>--Describe the BUYER DECISION MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse )?</p> <p>-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?</p>	<p>Practice Case</p> <p>Chapter 7</p>
Mar. 11, 13	<p><u>Product</u> <b>Case Study Due - March 13</b></p> <p>-What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE?</p> <p>-Briefly describe the 4 CLASSES OF CONSUMER GOODS.</p> <p>-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.</p> <p>-What are the 3 reasons for PACKAGING?</p> <p>-Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage?</p>	<p>Chapter 8</p> <p>Chapter 9</p>
Mar. 18, 20	<p><u>Product / Place</u></p> <p>-What are the 7 steps of the NEW PRODUCT DEVELOPMENT PROCESS?</p> <p>-Describe the 5 stages in the ADOPTION PROCESS. Describe the 5 CATEGORIES OF ADOPTERS.</p> <p>-What is a MIDDLEMAN (INTERMEDIARY)? What functions do middlemen perform?</p> <p>-What is a CHANNEL OF DISTRIBUTION? Compare DIRECT distribution to INDIRECT distribution.</p>	<p>Chapter 12</p>

## BA 1090: CLASS SCHEDULE 1997(Continued)

DATE	TOPIC(S) / KEY QUESTIONS	READING
Mar 25, 27	<u>Place / Promotion</u> <b>Quiz 2 - March 27</b>  -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?	         <b>Chapter 14</b>
Apr. 1, 3	<u>Promotion</u>  -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.	         <b>Chapter 15</b>
Apr. 8, 10	<u>Price / Internet Marketing</u>  -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?	         <b>Chapter 10</b>  <b>Pg. 372-75 and 386-88</b>

**JANUARY 1997**