

**GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE
FALL 1993**

INTRODUCTION TO MARKETING - BA 1090

INSTRUCTOR: Scott Hunter-Moffatt
Office: A141
Tel: 849-8633 (work)

COURSE HOURS: 1:00 p.m. to 2:30 p.m. - Mondays and Wednesdays

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

PREREQUISITE: Nil.

COURSE

DESCRIPTION: This course will introduce students to the basic elements of the marketing mix and the key concepts related to consumer analysis. The 4 P's: Product, Price, Promotion, and Place, in conjunction with the key role played by the consumer, will constitute the basis for marketing analysis and decisions.

The greatest part of this course will be spent learning Marketing terminology and concepts, however, we will also devote a significant amount of class time to applying these concepts through case analyses.

COURSE

- OBJECTIVES:**
- 1) To acquaint students with basic marketing terminology and concepts. The 4 P's, market segmentation and targeting, and consumer behavior will be emphasized.
 - 2) To develop the students' ability to analyse marketing problems.
 - 3) To apply marketing analysis to solve business problems.
 - 4) To expose students to group work.
 - 5) To improve students' ability to prepare written reports.

GRADING:

Final Exam	30%
Mid Term Exam	20%
Case #1 (group)	10%
Case #2 (individual)	10%
Major Project (group)	20%
Class Contribution	<u>10%</u>
	<u>100%</u>

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Stanine System ; grades will be converted from percentage to stanine on the following basis:

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

Tests: The Final and Mid Term Exams will be a mixture of multiple choice, short answer, and case analysis. The Final Exam will test material covered over the entire semester including questions relating to specific cases discussed during class time.

Assignments: Cases will be graded on the quality of the answers to the end of case questions as well as the thoroughness of the analysis that accompanies it. I recommend that case write-ups be 6 to 8 pages, double spaced, in length. You may choose to deviate from this guideline somewhat but volume is no guarantee of higher marks. No cases in excess of 12 pages will be accepted. Cases are due at the beginning of class. No cases will be accepted late because we will be discussing them during the class period in which they are due. The major project may be up to 16 pages in length.

Proper grammar and spelling are expected on all papers. I would prefer if the cases were typed but if they are written legibly by hand this will be acceptable.

Assume the role of paid consultant / marketing analyst addressing yourself to an interested party identified in the case.

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Case #1 is Peter Taylor Buys Running Shoes on page 224 of the text. This is a group assignment and is due on October 6.

Case #2 is Hillcrest Products on page 435 of the text. This case is to be done individually and is due on November 3.

The major group project is worth 20% of your final grade. Your group may choose to either do the Tea Council of Canada or an analysis of a local business that I will present to you. You will hand in the reports and make a brief class presentation on November 24.

Participation:

Class contribution includes 4 aspects: 1) the quality of participation, 2) group work, 3) attendance, and 4) the quantity of participation. The quality of the comments and questions raised during classroom discussions will be the primary component of the mark. At the end of the semester I will ask each student to rate the contribution of his / her fellow groupmates. I expect that all students will be prepared for each class and will participate on a consistent basis. You will be consulted before a participation grade is finalized.

**COURSE
CONTENT:**

The following lists the important dates to be aware of:

Important Dates

October 6 Case #1 (group)

October 20 Midterm

November 3 Case #2 (individually done)

November 24 Major Project

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CLASS SCHEDULE

Week #	Date	Topic	Text Chapters
1	Sept 8	Introduction	1
2	Sept 13 Sept 15	Introduction Case 1.2: Smoking, Taxing, and Choice	2
3	Sept 20 Sept 22	Strategic Marketing Case 1.3: Fast Food Business	3
4	Sept 27 Sept 29	Segmentation Targetting, Positioning	4 5
5	Oct 4 Oct 6	Consumer Behavior Case 2.2: Peter Taylor Buys Running Shoes	6
6	Oct 11 Oct 13	Class cancelled - Thanksgiving Market Research	7
7	Oct 18 Oct 20	Product Planning / Review Mid Term (up to Chapter 7)	8
8	Oct 25 Oct 27	Product Mix, Branding Case 3.2: National Sea Products	9, 10
9	Nov 1 Nov 3	Pricing Case 4.2: Hillcrest Products	12
10	Nov 8 Nov 10	Place Case 5.2: Charlie's Laundry Factory	14
11	Nov 15 Nov 17	Promotion - Intro Advertising	17 19
12	Nov 22 Nov 24	How to Give Exceptional Customer Service Major Project Presentations	
13	Nov 29 Dec 1	Review Final	

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For the case discussions to be valuable it is imperative that students read and prepare each case for class. It would be particularly valuable if students met before class to discuss the case amongst themselves. (This will allow you to test your opinions on others before the classroom discussion.) In general, we will cover theoretical topics during the first class in a particular week and then seek to apply those concepts during the second class.

The formal work groups will be set by the instructor by the end of the second week of classes. Groups will be of either 3 or 4 individuals.

HOW WILL A CASE ANALYSIS BE MARKED?

Each case will be graded out of 100 marks.

WRITING COMPETENCE

grammar, spelling, structure,
clear presentation of ideas.

30 marks

CONCLUSIONS

workable solution to problems

30 marks

ANALYSIS

appropriate use of theory,
data analyzed,
clear grasp of important issues,

40 marks