

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

1994-95

BA 1090 - INTRODUCTION TO MARKETING

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

N.B. It may be possible to share a text with a trusted fellow student.

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 behaviour.
- 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:

Quizzes	3 x 10	=	30%
Group Paper		=	15%
Mid Term Exam		=	20%
Final Exam		=	25%
Attendance Bonus		=	10%

TESTS

Only those students who contact me **before** a scheduled test will be permitted to write a supplemental. In most cases, supplementals are waived and the value of the final exam is increased to compensate for the test not written. This can be risky so it is far preferable to write the test. If you are unable to write a test call me or leave a message – please make sure that the message has a time on it.

HAND INS

My policy is to deduct 10% per school date late to a maximum of two days after which do not bother to hand in the assignment. It is my objective to get next class feedback (ie. hand in on Friday get paper back on Monday) so once papers are returned, late papers cannot be accepted.

PUNCTUALITY/ATTENDANCE

Classes will start on time all the time and reviews of material already covered will not be provided for late students. Attendance in my courses is super important as my policy is that you will only be tested on material covered in class. **Please make arrangements with a fellow student to pick up handouts if you are absent. Attendance will be taken 3 times during the semester and will be worth 10% of the final grade.**

NOTES

The test of good notes is whether they are meaningful and helpful when you need them. It has been my experience that students require more than what is written on the board. I use abbreviations/acronyms/buzz words extensively so **PLEASE** seek clarification as we proceed.

ASSISTANCE

The onus is on the student to seek help is required. I shall presume satisfactory progress and comprehension unless I hear to the contrary. There is no shame whatsoever in seeking assistance and I shall happily provide it, but **YOU** must indicate the process. Please do so early as it is rather difficult to help in a significant way the day before the exam.

My office hours are only a guide to my availability. Please feel free to wander in as you see fit. I may be busy and will have to set an appointment time for you. **YOU ARE NOT BOTHERING FACULTY WHEN YOU ASK FOR HELP: YOU ARE ASKING US TO DO OUR JOBS.**

I am comfortable with calls at home before 10:00 p.m. and am willing to meet on weekends if necessary.

If you are confused by a point in class do yourself (and the rest of the class) a favour by seeking clarification at the time.

ANALYSIS

DEFINITION: To Analyze: to take to pieces, to resolve into elements, to examine critically part by part.

In other words, analysis sheds light on and makes meaningful raw data. Qualitative or quantitative raw data are mere description and as such, worthless in terms of marks.

The following activities are a partial listing of analytical activities:

- compare and contrast (absolute and relative)
- comments, observations and insights
- judgements, conclusions and implications
- assessment of value, appropriateness
- cause/effect relations, separation of symptoms and problem
- patterns, trends, generalizations
- central tendencies
- use of theory or model to explain data
- etc.

Example:

a) **Description:**

<u>Person</u>	<u>Mark</u>
Fred	85
Joe	80
Susan	50
Max	45
Dagmar	40

b) **Analysis:**

- central tendencies - mean, median, mode, standard, deviation, skew, graph
- # or fails, % fails
- # of excellents, % excellents
- males do better than females
- those with names with last letter before "f" do better
- even increments of 0/5
- etc.

Summary

Analysis is the massaging of data with the objective of making the data meaningful and useful. Computers generate data, managers analyze it (or, at least, instruct the computer to analyze it.) It is impossible to make good decisions based on description; analysis is mandatory.

1. Current Situation
 - i) Sales
 - ii) Competition
 - a) Domestic

The importance of structure cannot be over emphasized. Failing to do so creates problems; it does not solve them, and no manager I know of would accept a document of more than one page without coherent structure.

FINALLY: purpose or objective statements are invaluable tools and deserve frequent use.

eg. "Our purpose in examining competitive pressures is to highlight their growing intensity"

eg. "The objective of minimizing risk is best determined by verb."

8. Data - Charts and lengthy calculation should be in appendices. A suggested format for dealing with charts is:

eg. TITLE: Question 10

Raw #	<u>1</u> 6	<u>2</u> 4	<u>3</u> 5	<u>4</u> 2	<u>5</u> 4	<u>Total</u> 21
%	28.6	19.0	23.8	9.5	19.0	99.9
Mean (weighted):	2.71					

Conclusions: i) Wide spread suggests . . .

Also, histograms (bar charts) are useful visual tools, but should not replace sound analysis.

9. Sundry:

- Street language is never acceptable
eg. sort of, kinda, try and do something, a lot
- Point form is acceptable as long as it doesn't approach "punchiness":
eg. Advantage
- Cheap
- Bullet format (such as sundry section) is another valuable structure tool.
- Unless warranted MUSH words (such as may, perhaps, could, might, etc.) are not acceptable.

HOPE THIS HELPS, (ALOT).