

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
SLAVE LAKE
COURSE OUTLINE

F. 92

BA 1090 - INTRODUCTION TO MARKETING

INSTRUCTOR: Scott Moffatt
Office: A141
Telephone: 849-8633 (Work)

COURSE HOURS: 8:30 a.m. to 10:00 a.m., Thursdays and Fridays

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.

Marketing concepts are best learned by applying them to practical situations. Therefore, the case method will be the primary learning vehicle that we will use in this course.

COURSE OBJECTIVES:

- 1) To acquaint students with basic marketing terminology and concepts. The 4 P's, market segmentation, targeting, and consumer behaviour to be emphasized.
- 2) To develop the students' ability to analyze marketing problems.
- 3) To apply marketing analysis to solve business problems.
- 4) To expose students to group work and oral presentations.

GRADING:

Final Exam	25%
Mid Term Exam	15%
Case #1 (individual)	10%
Case #2 (group)	10%
Case #3 (group)	10%
Case #4 (group)	20%
Class Contribution	<u>10%</u>
	100%

BA 1090 - INTRODUCTION TO MARKETING

Page 2

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

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

TESTS: The Final and Mid Term Exam will be a mixture of multiple choice, short answer, and case analysis.

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 5 or 6 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 10 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.**

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 interest party identified in the case.

Case #1, to be done individually, is the Fast Food Business case 1.2 on page 76 of the text.

Case #2 is the Atlantic Bank of Canada case 2.3 on page 224 of the text. This is a group assignment.

Case #3 is also a group project. It is case 5.2 in the text on page 527-8: Charlie's Laundry Factory.

BA 1090 - INTRODUCTION TO MARKETING

Page 3

Case #4 is case 6.3 from the text: The Tea Council of Canada. This is a major group project.

PARTICIPATION: Class contribution includes 3 aspects: 1) the quality of participation, 2) attendance, and 3) the quantity of participation. The quality of the comments and questions raised during classroom discussions will be the primary component of the mark. I expect that all students will be prepared for each class and will participate on a consistent basis.

COURSE CONTENT: The following outline give the course's planned progression subject to any areas of particular interest that may become apparent.

<u>Week #</u>	<u>Topic</u>	<u>Text Chapters</u>	<u>Case</u>	<u>Assign Due</u>
1	Introduction	1		
2	Introduction	2	1.1	
3	Strategic Models	3	1.2	#1.2
4	Consumer Demographics	4	2.1	
5	Consumer - Behavioral	5, 6	2.2	#2.2
6	Market Research	7	2.3	
7	Product	8		Mid Term
8	Product	9, 10	3.2	
9	Price	12	4.1	
10	Place	14	5.2	#5.2
11	Promotion - Intro	17	6.1	
12	Promotion - Advertising	19	6.3	#6.3
13	Review			Final

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.)

The formal work groups must be set with a list of group members' handed in to me by the end of the second week of classes. Groups can be of either 3 or 4 individuals. Bear in mind that because

BA 1090 - INTRODUCTION TO MARKETING

Page 4

groups will receive the same mark on their assignments your selection of group members will influence the marks you will receive in this course.

ANALYZING A CASE

The following is an outline for a case analysis. Not all of the steps will be relevant to each case but this should give you an indication of what kind of structure I require for the written case analysis. The questions asked at the end of each case may be covered in this analysis; if not, answer them after the analysis is done.

Step 1: OBJECTIVES AND PROBLEM

What is the objective of the individual or corporation discussed in the case? What is the nature of the problem that he/she faces? Was the objective unrealistic? Is the problem related to one of the elements of the marketing mix?

Step 2: SITUATIONAL ANALYSIS: INTERNAL

There are two aspects to the internal analysis: 1) strengths and 2) weaknesses. Descriptions can be both quantitative and qualitative.

Examples - Quantitative

1988 sales = \$ 1 200 000

gross margin = 25%

Graphs may help to describe the situation.

Examples - Qualitative

Product is low quality and has a tendency to break after only 6 months use.

Promotion - well trained, highly motivated sales force

- Christmas 2 for 1 giveaway

Place - widespread distribution through province of Alberta

- weak distribution system east of Manitoba

Price is quite low compared to competing brands.

Financial Resources - unlimited research and design funds available from American corporate parent.

Step 3: SITUATIONAL ANALYSIS - EXTERNAL

There are also two components to the external analysis: 1) opportunities and 2) threats.

BA 1090 - INTRODUCTION TO MARKETING

Page 5

External variables that are beyond our control but affect the business situation that we find ourselves in come in a number of different forms.

Demographics: increasing ethnic population

Economic environment: recessionary period

Legal environment: new restrictions on advertising

Competitive environment: Market shares

Company A - 30%

Company B - 20%

Us - 10%

75 other companies account for the rest of the market.

Step 4: SEGMENTATION

The market can be segmented according to a number of variables. It is our task to eventually determine which variables are most meaningful for our company to segment the market on.

Step 5: BUYER BEHAVIOUR

A complete profile of the potential consumer will include answers to the following questions: 1) Who, 2) What, 3) Where, 4) When, 5) Why, and 6) How.

This may be most effectively organized using a matrix structure. Along the top axis choose whichever segmentation categories are most appropriate (the Who question) and along the side axis the other questions can be listed.

Step 6: ALTERNATIVES

It is important to generate at least three alternative actions to consider. This will minimize the chance of getting "stuck on" one idea without adequately evaluating its positives and negatives. Each alternative that you come up with must be distinct from the other alternatives and should be evaluated in its entirety.

Step 7: EVALUATION OF ALTERNATIVES

This key component of case study brings together all the preparatory work that has been done already. Analyzing how each alternatives works with the strengths, weaknesses,

BA 1090 - INTRODUCTION TO MARKETING

Page 6

opportunities, and threats as well as its impact on the fundamental problem the case presents will come out in this section. Analysis includes comparisons, observations, conclusions, and patterns of behaviour. This is the most important segment of the case analysis.

Step 8: DECISION

What action will you take from amongst the three alternatives previously described?

Step 9: IMPLEMENTATION

How will this be accomplished?