



COURSE OUTLINE FALL 2009

BA 1090 3(3-0-0)UT Introduction to Marketing

Instructor	Trevor Thomas	Phone	539-2824 (office)
Office	C309	E-mail	tthomas@gprc.ab.ca
Office Hours	Tuesday and Thursday 10:00 - 11:30 am or by appointment		

Prerequisite:

None

Required Text/Resource Materials:

Tuckwell, Keith J. <i>Canadian Marketing in Action, 8th ed.</i> Scarborough: Prentice-Hall, 2007.

Delivery Modes:

The text book will be the main source of information for this class. For each topic listed, there will be supplemental blackboard assignments and readings. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

There are *supplemental* assignments on the Moodle site. The chapter quizzes and Internet exercises all designed to help you gain extra knowledge of the content presented. They are not required but will help students if they are in need of some extra help.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

Objectives:

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To develop business problem solving skills thorough use of the case method.
3. To acquaint students with the techniques used in defining and selecting target markets.
4. To develop an appreciation of the importance of looking at marketing from the customer's point of view.
5. To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.

Grading Criteria:

MARKS Cases

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.

Class Schedule

Date	Topics / Key Questions	Reading
Week 1	Course Outline / Marketing Fundamentals - Review 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?	Course Outline

Week 4

Marketing Planning/Marketing Strategy

Chapter 7

- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS.
- Explain the PLAN-DO-CHECK cycle.
- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY.
- Briefly describe the following Corporate Strategies: PENETRATION, ACQUISITIONS, NEW PRODUCT, VERTICAL AND HORIZONTAL INTEGRATION, STRATEGIC ALLIANCE, DIVESTMENT
- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.
- Briefly describe the contents of a MARKETING PLAN
- What is a CONTINGENCY PLAN?
-

to marketers. What is VIRAL MARKETING?

- Discuss the following influences on consumer behavior: AGE and LIFE CYCLE, TECHNOLOGY, ECONOMIC CIRCUMSTANCES
- 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 the impact of FAMILY on Consumer Behavior.
- Discuss the influence of CULTURE,SUBCULTURE, and REGIONAL

