



## COURSE OUTLINE FALL 2009

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

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Office Hours	Tuesday and Thursday 10:00 - 11:30 am or by appointment		

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Prerequisite:

## 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

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## 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	<b>Course Outline / Marketing Fundamentals</b>  - 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



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 DIFFERENCES on consumer behavior.

-Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

Mid Term

Week 7

**Marketing Research**

- Outline the MARKETING RESEARCH PROCESS
- Differentiate between PRIMARY and SECONDARY DATA.
- Differentiate between INTERNAL and EXTERNAL DATA.
- Differentiate between QUANTITATIVE and QUALITATIVE research.
- What is a FOCUS GROUP?

Chapter 3

Discuss the advantages and disadvantages of PERSONAL INTERVIEWS vs. TELEPHONE INTERVIEWS vs. MAIL SURVEYS vs ONLINE SURVEYS

Week 8

**B2B Marketing/Midterm**

- What are the 5 different BUSINESS MARKETS?
- Discuss how business buying decisions differ from consumer buying decisions (Figure 5.3)
- Discuss the role of INTEGRATION and PARTNERING in B2B Marketing.
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Chapter 5



Week 12

**Sales Promotion and Personal Selling**

- What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALOGUES, and TELEMARKETING, Chapter 15
- What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages? Case 4

Week 13

**Other Promo Tools and Internet Marketing**

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