

# COURSE OUTLINE FALL 2009

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

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

by appointment

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 pCID 35\mathbf{h} 12.2(mer(v)12( ew-9(a)00216 Tc[4.)]TJET EMC //P &MCID 7\mathbf{h}DC B1118 0 1 90.024 3 Tm0 g[)]TJETq0 -0

## **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	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?	

#### Week 4 Marketing Planning/Marketing Strategy

- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS.
- Chapter 7

- 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?
- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies

Case 1

#### Week 5 Segmentation

- -What is MARKET POTENTIAL? What is SEGMENT POTENTIAL?
- Chapter 6
- What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION?
- What is a TARGET MARKET?
- -Explain the LEVELS OF MARKET SEGMENTATION
- -Discuss the DEMOGRAPHIC SEGMENTATION: Age and Life Cycle, Gender, Ethnic, Income, Occupation, and Education
- -Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.
- -What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING?

Case 2

#### Week 6 Consumer Behavior

- -Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to Chapter 4
- -What is a NEED. Explain how THE HIERARCHY OF NEEDS applies to buying behavior
- Briefly explain SELF CONCEPT THEORY and how marketers use it.
- -What is an ATTITUDE? What is PERCEPTION? Why are these concepts important to marketers?
- -Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers.
- What is LIFESTYLE? Explain how LIFESTYLE segmentation is useful

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

- Chapter 3
- Differentiate between PRIMARY and SECONDARY DATA.
- Differentiate between INTERNAL and EXTERNAL DATA.
- Differentiate between QUANTITATIVE and QUALITATIVE research.
- What is a FOCUS GROUP?

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

### Week 8 B2B Marketing/Mldterm

-What are the 5 different BUSINESS MARKETS?

Chapter 5

- 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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### 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, CATALAOGUES, and

  TELEMARKETING,
- What is ONLINE ADVERTISING? Briefly describe 8 forms ofOnline Advertising. What are the advantages and disadvantages?Case 4

### Week 13 Other Promo Tools and Internet Marketing

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