

## COURSE OUTLINE

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

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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



## Final Exam

Like the midterm 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

### 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?

Week 4

**Strategic Market Planning**

- 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,

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)?

#### Week 7

#### **Marketing Intelligence**

- 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?
- 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.
- What is a BUYING COMMITTEE? Explain the BUYING CENTRE concept.
- What are the 3 types of BUSINESS BUYING DECISIONS?
- Compare the TYPICAL BUSINESS BUYING DECISION PROCESS (Figure 5.7) to the CONSUMER PURCHASE DECISION PROCESS.
- What is OUTSOURCING? What is E-PROCUREMENT?

Week 9

**Product Strategy and Management**

-What is a PRODUCT? What is the TOTAL PRODUCT CONCEPT? What is a PRODUCT MIX? What is a PRODUCT LINE? What is a USP?

-Briefly describe the 4 CLASSES OF CONSUMER GOODS. Briefly describe the 3 CLASSES OF BUSINESS (INDUSTRIAL) GOODS.

-What is a BRAND? What is BRAND EQUITY? What are the benefits of the brand for consumers? What are the benefits of branding for marketers? What is a BRAND EXTENSION? Differentiate a NATIONAL brand from a PRIVATE LABEL. What is a GENERIC BRAND? What is a LICENSED BRAND? What is CO-BRANDING?

-What are the 3 reasons for PACKAGING? What are the 3 functions of a LABEL?

-Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending the Product Life Cycle.

- Describe the 5 CATEGORIES OF ADOPTERS. Relate the CATEGORIES to the PRODUCT LIFE CYCLE.

Week 10

**Distribution and Supply Chain Management**

