

Instructor

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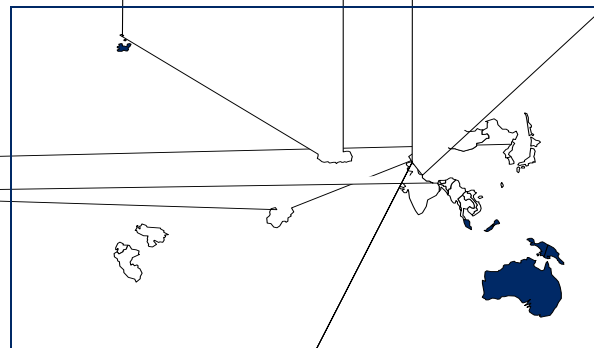
Office Hours

Before or after class or by appointment.

Text

Tuckwell, Keith J. *Canadian Marketing in Action, 6th ed.* Scarborough: Prentice-Hall, 2004.

Text Usage



1. **Read** the textbook before the material is covered in class.
2. **Attend** all scheduled classes.
3. Actively **participate** in all in-class discussions and activities.
4. **Review** the topic questions in the course schedule before each quiz and exam.
5. **Learn** from your mistakes on the chapter quizzes.

Wednesday, Sep. 17	Mktg Fundamentals Quiz	Wednesday, Oct. 29	Chapter 5/8 Quiz
Wednesday, Sep. 17	Chapter 1 Quiz	Wednesday, Nov. 5	Chapter 9/3 Quiz
Wednesday, Sep. 24	Chapter 2 Quiz	Wednesday, Nov. 12	Chapter 9/12 Quiz
Wednesday, Oct. 1	Chapter 7 Quiz	Wednesday, Nov. 19	Chapter 12/14 Quiz
Wednesday, Oct. 8	Chapter 6 Quiz	Wednesday, Nov. 26	Chapter 14/15/16 Quiz
Wednesday, Oct. 15	Chapter 4 Quiz	Wednesday, Dec. 3	Chapter 10 Quiz
Wednesday, Oct. 22	Mid Term Exam	Dec. 11 to 19 (TBA)	Final Exam

As much as possible, I am going to try to avoid lecturing about the course material. Instead, I will try to use in-class discussions, case studies, and other application exercises for the most part. For this approach to work, you must come prepared to each class.

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.

Date	Topics / Key Questions	Reading
Sep 3		

Date	Topics / Key Questions	Reading
Sep 17	<p>Marketing Fundamentals Quiz - Wednesday, September 17 Chapter 1 Quiz - Wednesday, September 17</p> <ul style="list-style-type: none">- What is MARKETING? What is a MARKET?- Describe the evolution of the 4 MARKETING ORIENTATIONS.- Describe in detail the 6 elements of the MARKETING PROCESS.- Discuss the following emerging issues in marketing: CUSTOMER RELATIONSHIP MANAGEMENT, DATABASE MARKETING, TECHNOLOGY, THE INTERNET and E-COMMERCE, GLOBALIZATION, CONTINUOUS IMPROVEMENT, and SOCIAL	<p>Chapter 1</p>

Date	Topics / Key Questions	Reading
Oct 1	<p>Chapter 7 Quiz - Wednesday, October 1</p> <ul style="list-style-type: none"> - Describe the relationship between OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. Explain the PLAN-DO-CHECK cycle. - Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY. What is a MISSION STATEMENT? What is a VISION STATEMENT? - Briefly describe the following Corporate Strategies: PENETRATION, CROSS MARKETING, STRATEGIC ALLIANCES, ACQUISITIONS, DIVESTMENTS, VERTICAL INTEGRATION, NEW PRODUCT STRATEGY, CROSS MARKETING - Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN. - What is a CONTINGENCY PLAN? - Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies). 	<p>Chapter 7 and CASE TBA</p>
Oct 8	<p>Chapter 6 Quiz - Wednesday, October 8</p> <ul style="list-style-type: none"> -What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a SEGMENT? What is a BASIS FOR SEGMENTATION? Why do and marketers use MULTIPLE BASIS FOR SEGMENTATION? What is a TARGET MARKET? -Compare a MASS MARKETING strategy with a SEGMENTATION strategy. -Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic. -Discuss GEOGRAPHIC, PSYCHOGRAP 	<p>Chapter 6 CASE TBA and p.104-5</p>

Date	Topics / Key Questions	Reading
Oct 15	<p>Chapter 4 Quiz - Wednesday, October 15</p> <ul style="list-style-type: none"> -Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a “black box?” -Discuss the influence of CULTURE and SUBCULTURE on consumer behavior. -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 following influences on consumer behavior: FAMILY, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFESTYLE, and SELF CONCEPT. -Distinguish between a MOTIVE and a NEED. Explain how MASLOW’S HIERARCHY applies to buying behavior. -Explain why SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, and SELECTIVE RETENTION are important to marketers. - How does PERCEIVED RISK affect buying decisions? -What is an ATTITUDE? What is a BELIEF? Why are they important to marketers? - Discuss the consumer behaviors of the 6 LIFESTYLE segments. - Discuss the impact of TECHNOLOGICAL and ECONOMIC influences on consumer behavior. 	Chapter 4
Oct 22	<p>Midterm Exam - Wednesday, October 22</p> <ul style="list-style-type: none"> -Describe the CONSUMER PURCHASE DECISION PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)? 	
Oct 29	<p>Chapter 5 and 8 Quiz -Wednesday, October 29</p> <ul style="list-style-type: none"> -What are the 5 different BUSINESS MARKETS? Discuss how business buying decisions differ from consumer buying decisions. Discuss the role of PARTNERSHIPS in business-to-business marketing. What is a BUYING CENTRE? What are the 3 types of BUSINESS BUYING DECISIONS? What is OUTSOURCING? What is E-PROCUREMENT? -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 CO-BRANDING? -What are the 3 reasons for PACKAGING? What are the 3 functions of a LABEL? 	Chapter 5
		Chapter 8

Date	Topics / Key Questions	Reading
Nov 5		

Date	Topics / Key Questions	Reading
Nov 26	<p>Chapter 14, 15, and 16 Quiz - Wednesday, November 26</p> <p>-What is ADVERTISING? Explain the AIDA model. -Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME., DIRECT MARKETING, INTERNET. -What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE.</p> <p>- What is DIRECT MARKETING? What is DIRECT RESPONSE ADVERTISING? Briefly describe the following direct response tools: DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, TELEMARKETING, WEB SITES, E-MAIL MARKETING.</p> <p>-What is SALES PROMOTION? Recognize various sales promotion tools. When is sales promotion used? -What is PERSONAL SELLING? When is it used? -What is EVENT MARKETING? What is a SPONSORSHIP? Discuss the 5 CONSIDERATIONS for participation in Event Marketing.</p>	<p>Chapter 14</p> <p>Chapter 15</p> <p>Chapter 16</p>
Dec 3	<p>Chapter 10 Quiz - Wednesday, Dec. 3 Take Home Final Distributed – Wednesday, Dec. 3</p>	<p>Chapter 10</p> <p>Pg. 305-07 and 292-95</p> <p>Case TBA</p>
Dec 11-19	<p>Final Exam - T.B.A.</p>	
September 2003		