

Course Objectives

- o acquire students with the terminology and fundamental concepts of marketing
- o develop business proposals through use of the case method
- o acquire students with the techniques used in defining and selecting target markets
- o develop appreciation of the importance of looking at marketing from the customer's point of view
- o survey the components of the marketing mix and show how they apply and interrelate to the selling of marketing products



Winter 2005 Class Schedule

Marketing Planning/Marketing Strategy

Feb 2

Marketing Planning/Marketing Strategy

Describe the relationship between OBJECTIVE, STRATEGY and EXECUTION. Explain the planning process and the relationship between CORPORATE PLAN, STRATEGY and MARKETING PLAN. Discuss the relationship between MARKETING PLAN and ACTION PLAN. Briefly describe the following Corporate strategies: PENETRATION, CROSS-MARKETING, STRATEGIC ALLIANCE, ACQUISITION, DIVESTITURE, MERGERS, ACQUISITION, NEOLITHIC, PRODUCTION, CONSUMER PROTECTION, BRAND.

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Winter 2005 Class Schedule

Monday

Feb 16

Consumer Behavior

12:00 - 1:00

Define CONSUMER BEHAVIOR, why is Consumer Behavior referred to as such?

Discuss the influence of CULTURE and BELIEFS on consumer behavior

List the SOCIAL CLASS. How does SOCIAL CLASS influence consumer behavior? Explain why INCOME and SOCIAL CLASS are different segment criteria. What is REFERENCE GROUP?

Discuss the following influences on consumer behavior: FAMILY, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFE CYCLE, and SELF-CONCEPT. Distinguish between MOTIVATION and NEED. Explain how MATERIALISM AFFECTS CONSUMER BEHAVIOR.

Winter 2005 Class Schedule

Product Management

Mar 16

Product Management

Describe the PRODUCT LIFE CYCLE, highlight the marketing
processes at each stage. Discuss feedback loops for extending
the Product Life Cycle.
Describe the stages in the ADOPTION PROCESS. Describe the
CATEGORY OF ADOPTER.
Highlight the steps of the NEW PRODUCT DEVELOPMENT PROCESS.
Highlight the challenges of getting new products to market.

Mar 23

Place

Highlight the MIDDLEMAN INTERMEDIARY, highlight functions done
perform.
Highlight the CHANNEL OF DISTRIBUTION. Compare DIRECT
to INDIRECT distribution. Compare
Compare RETAIL distribution with ELECTRONIC distribution and
EXCLUSIVE distribution.
Highlight the CHANNEL CONFLICT, why does it occur, highlight
APPLY CHANNEL MANAGEMENT.
Describe the four NEW DISTRIBUTION STRATEGIES: Direct Marketing,
Electronic Marketing, Multi-Level Marketing, and Contract Marketing.

Mar 30

Integrated Marketing Communication (Promotion) / Advertising

Highlight the elements of the PROMOTION Integrated Marketing
Communication. List different MARKETING COMMUNICATION OBJECTIVES.
Highlight the PROMOTIONAL MIX.

Winter 2005 Class Schedule

Direct Marketing and Other Promo Tools

Apr 6

Direct Marketing and Other Promo Tools

- h t s P B L C R E L A O N h t s P B L C Y C o p r e p a c t y
th d e r t s n g B r e f y d e s c r e t h e P R O O L O F M E R A D E
- h t s D R E C M A R E N G h t s D R E C R E P O N E
A D E R N G B r e f y d e s c r e t h e f o o n g d r e c t r e s p o n s e t o o s
D R E C M A L D R E C R E P O N E C A A L A O G E E L E M A R E N G
E B E E M A L M A R E N G
- h t s A L E P R O M O O N R e c o g n i z e r o s s e s p r o t o n t o o s
h e n s s e s p r o t o n s e d
- h t s P E R O N A L E L L N G h e n s t s e d
- h t s E E N M A R E N G h t s P O N O R M P D s c r s s t h e
C O N D E R A O N f o r p r t c p t o n n E e n t M r e t n g

Apr 13

Price

- C o p r e P R C E t h N O N P R C E c o p e t t o n D s c r s s t h e F A C O R
A F F E C N G P R C N G D s c r s s t h e B A C P R C N G M E M O D
C o p r e M M N G s t r t e g y t o P E N E R A O N s t r t e g y h t s
P Y C M O L O G C A L P R C N G
- P r A d d d