

COURSE OUTLINE

BA 1090 3(3-0-0) UT – Introduction to Marketing
Fall 2014

Grades will be assigned on the Letter Grading System.

STUDENT RESPONSIBILITIES: Class Professionalism: 5% of the final grade will be attributed to participation and attendance in class. In order to get the most out of this course, regular attendance and active participation is required. Class participation improves your learning, involvement in the subject, and your grade. Follow these guidelines to achieve success in class:

- Review your study notes
- Do all assignments before class
- Attend each class and show up on time or early
- Be an active listener in class
- Know when and how to ask and respond to questions

On the other hand, disruptive classroom behavior such as absences without reason, lateness, talking with neighbours in class, texting, taking phone calls, etc. will be viewed as unprofessional.

Assignment details:

Cases:

Cases are a documented study of a specific real-life situation or imagined scenario, used as a training tool in business schools and firms. Students or trainees are required to analyze the prescribed cases and present their interpretations or solutions, supported by the line of reasoning employed and assumptions made.

Midterm Exam

The midterm exam may be a combination of multiple choices, reverse definition, matching, and long answer questions. It will test student's ability to understand marketing principles, theories and terminology along with applying this knowledge to real life cases.

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, reverse definition, matching, short and long answer, etc.) will make up the other half. The Registrar will schedule the date, time and location for the final exam.

Business Administration and Commerce Department
Grading Conversion Chart

- Describe RELATIONSHIP MARKETING. Contrast RELATIONSHIP MARKETING with TRANSACTIONAL MARKETING.

Week 3
Sept 16,

REPOSITIONING?

Week 6

Oct 6, 9

- Define CONSUMER BEHAVIOR. -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.

-Discuss the relative merits of the following advertising mediums: T.V.,
RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME, DIRECT MARKETING, INTERNET

Week 12

Nov 18, 20 - What is DIRECT MARKETING? What is DIRECT RESPONSE Chapter 15
ADVERTISING? Briefly describe the following direct response tools: Case 4
DIRECT MAIL, DIRECT RESPONSE TV, CATALAOGUES, and
TELEMARKETING,
- What is ONLINE ADVERTISING? Briefly describe 8 forms of
Online Advertising. What are the advantages and disadvantages?

Week 13

Nov 25, 27 -Influences on Price, nature of the market
- Consideration of Channel Members Chapter 10
-Pricing Objectives Influence Price Decisions
-Pricing Methods
- Pricing and the Law

Week 14

Dec 2, 4 -Pricing Policies Chapter 11
-Source Pricing and Offering Discounts
- Leasing as a Pricing Option
- Exam review

Date TBA Final Exam for 35%
Date, time and location to be determined by the Registrar