

Introduction to Marketing

BA 1090

Welcome to the World of Marketing

Basic Course Information

Instructor

Kathleen D. Fries
Room C 413
534-2507 (messages)

Office Hours



Tips for Success in this Course

- Read the textbook and assignments carefully.
- Attend all classes and participate in class.
- Complete assignments on time.
- Ask questions if you are unsure.
- Study hard and consistently.

Marketing: The Basics

by Kathleen D. Fries
Practice-Hill, 1996

Marketing is the process of creating, communicating, and delivering value to customers. It involves understanding customer needs and wants, and developing products and services that meet those needs. Marketing also involves promoting and distributing these products and services to the target market.

Key Dates

Thur, Sept 11	Marketing Fundamentals Quiz	Thur, Oct 23	Chapter 7 and 8 Quiz
Tue, Sept 16	Chapter 1 Quiz	Thur, Oct 30	Chapter 8 and 9 Quiz
Thur, Sept 18	Chapter 2 Quiz	Thur, Nov 13	Chapter 12 Quiz
Thur, Sept 25	Chapter 3 Quiz	Thur, Nov 20	Chapter 14 and 15 Quiz
Thur, Oct 2	Chapter 4 Quiz	Tues, Dec 2	Chapter 10 Quiz
Thur, Oct 9	Chapter 6 Quiz	Thur, Dec 4	Take Home Final
Thur, Oct 16	Mid term Exam	T.B.A.	Final Exam

The Gory Details

Activities

To have class time used effectively, you must do the required reading before class. These chapter quizzes

Each chapter quiz will consist of a combination of multiple choice and / or reverse definitions. They test straight knowledge of course concepts and take approximately 15 minutes to complete. They will be marked and debriefed in class immediately after writing them.

Two classes will contain the marketing fundamentals quiz. A strong grasp of these items are essential to understanding the course.

The fundamentals quiz will be composed of reverse definitions and multiple choice questions.

Participation

To get the most out of this class, regular attendance and active participation are required. If you do not attend, your class learning can be improved by your participation in class activities.

Attendance will be taken at each class. In addition, I will monitor your active and constructive contribution to the class learning. Your participation grade will reflect these contributions.

Final Exam

Take the final exam on Dec 4.

In Class

Planning on using a lot of in-class discussions, case studies, group work and other application exercises. This approach will only work if you are prepared to contribute to class activities.

Marketing Fundamentals Quiz

The basics of



Don't forget to refer to the...

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Course Objectives

1. To identify the factors which determine the success of a business in a competitive market.
2. To understand the role of the marketing function.
3. To understand the relationship between the marketing function and the other business functions.
4. To understand the concept of a target market.
5. To understand the concept of a marketing mix and the relationship between the marketing mix and the target market.

CLASS OUTLINE

Week Topics / Key Questions

1 Marketing Fundamentals

- Course outline
- What is a TARGET MARKET? What is POSITION?
- What is the MARKETING MIX? What is the 4 P's?
- What is PLACE/DISTRIBUTION? What is PRICE?
- What is PROMOTION? What are the PROMOTIONAL TOOLS?
- Describe the relationship between NEEDS, TARGET MARKET, POSITION, and the 4 P's

2 The Marketing Environment

- What is the marketing environment?
- What is the internal environment?
- What is the external environment?
- What is the marketing environment?
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3 Marketing Environment

- Chapter 2 Quiz - Tuesday January 24
- What is the INTERNAL ENVIRONMENT?
- What is the INTERNAL MACRO ENVIRONMENT? Briefly describe some of the ENVIRONMENTS.
- Compare DIRECT COMPETITION to INDIRECT COMPETITION.

4 Marketing Planning/Marketing Strategy

- What is marketing planning?
- What is marketing strategy?

5 Segmentation

Chapter 4 and pg. 198-200

Chapter 4 Quiz - Tuesday, February 3

-What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a SEGMENT? Why do 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, Life Cycle Stage, etc.

-Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIORAL SEGMENTATION FOR RESPONSIVE MARKETING.

