

**GRANDE PRAIRIE REGIONAL COLLEGE
 BUSINESS ADMINISTRATION
 COURSE OUTLINE
 FALL 1993**

INTRODUCTION TO MARKETING - BA 1090

INSTRUCTOR: Scott Hunter-Mottati
 Office: 211
 Phone: (403) 863-6462

COURSE HOURS: 1:00 p.m. to 2:30 p.m. - Mondays and Wednesdays

l., McGraw Hill

TEXT: Fundamentals of Marketing, Sommers, Barnes et al.
 Ryerson, Sixth Canadian Edition, 1992.

PREREQUISITE: Nil.

COURSE

DESCRIPTION: This course will introduce students to the basic elements of the marketing mix and the key concepts related to consumer behavior. The 4 P's: Product, Price, Promotion, and Place.

ments of the
 further analysis. The
 in conjunction with the key
 consumer, will
 analysis and decisions.

greatest part of the course will be spent on defining the terminology and concepts, however, we will also devote a significant amount of class time to applying these concepts through case analyses.

**COUR
 OBJE**

Stanine System : grades will be converted from percentage to stanine on the following basis:

Percentage	Stanine	
90% - 100%	9	
80% - 89%	8	
72% - 79%	7	
65% - 71%	6	
57% - 64%	5	
50% - 56%	4	Pass
45% - 49%	3	Fail
20% - 44%	2	
0% - 25%	1	

Tests:

The Final and Mid Term Exams will be a mixture of multiple choice, short answer, and case analysis. The Final Exam will test material covered over the entire semester including questions relating to specific cases discussed during class time.

Assignments: Cases will be graded on the quality of the answers to questions as well as the thoroughness of the reasoning and case write-ups by length. You may choose to...

be acceptable.

Assume the role of paid consultant / marketing analyst for the interested party identified in the case.

RA 1000 - Introduction to Marketing

Running Shoes on page 224 of the text.
is due on October 6.

Case #1 is Peter Taylor Buys R
This is a group assignment and

Case #2 is Hillcrest Products
This case is to
be done individually

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be done individually

The major group project is worth 20% of your final grade. Your group
may choose to either do the Tea Council of Canada or an analysis of a
business that I will present to you. You will hand in the reports
and make a brief class presentation on November 24.

participation,
participation. The

Destination: Class participation includes 4 aspects: 1) the quality of

2) group work, 3) attendance, and 4) the quantity of
quality of the comments and questions raised during
discussions will be the primary component of

mark. At the end of

the semester I will ask each student to

expect that all students will be prepared for each
by on a consistent basis. Your will be evaluated
in grade is finalized.

follow guidelines. I
class and will participate
a participant

COURSE
CONTENT

The following is

BA 1090 - Introduction to Marketing

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CLASS SCHEDULE

Week	Date	Topic	Text Chapters
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1	8/21 - 8/27	Introduction	
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	8/28 - 9/3	Marketing Environment	
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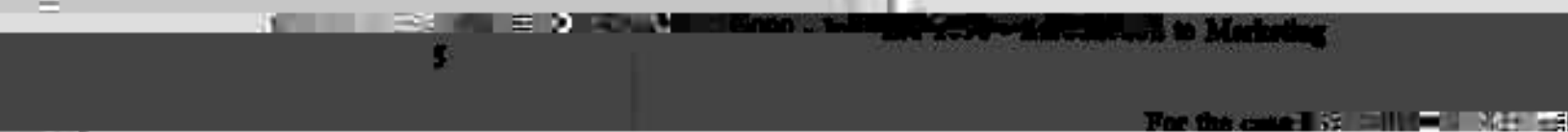
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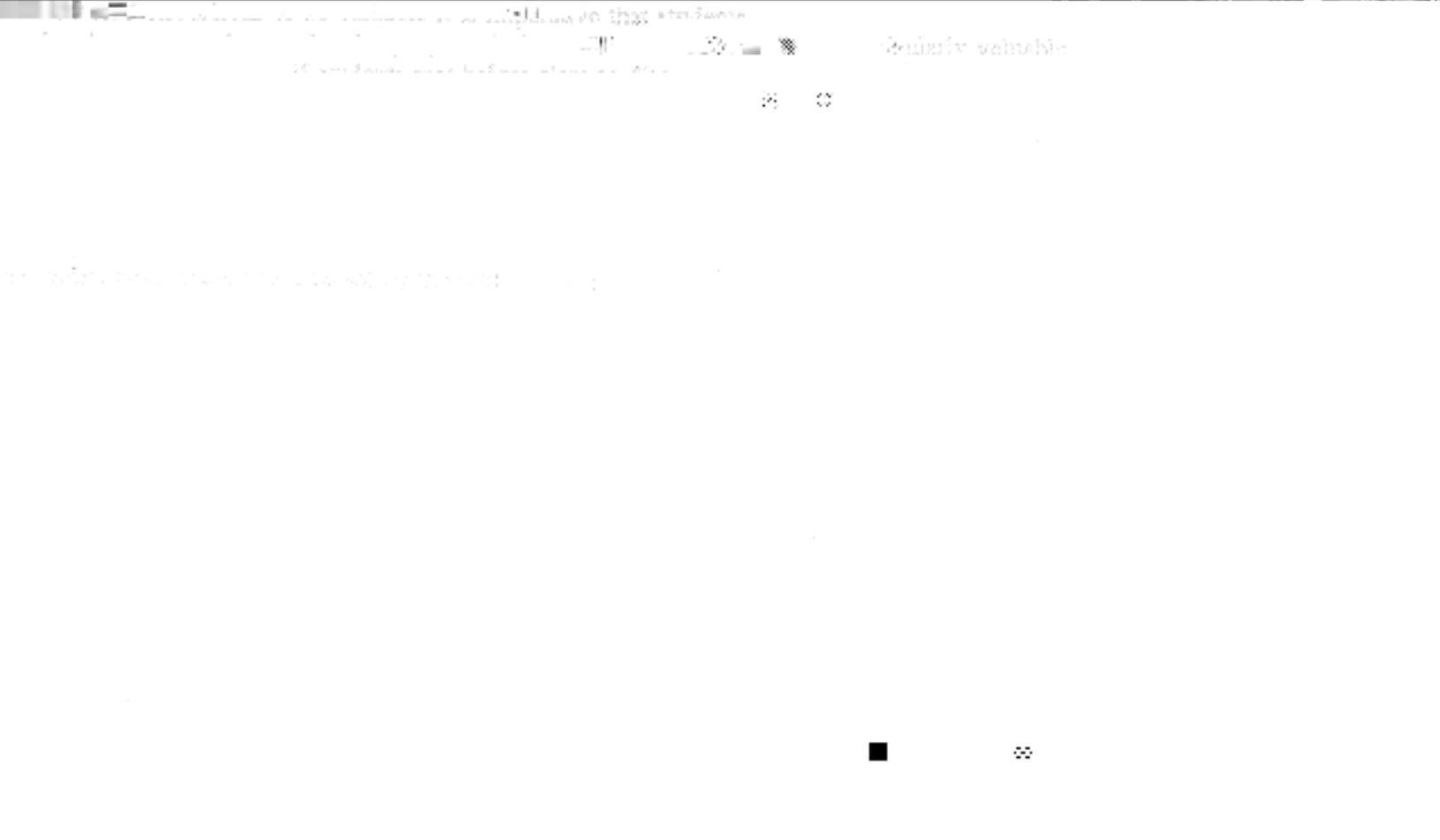
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For the case I see [unclear] [unclear]



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