

GRANDE PRAIRIE REGIONAL COLLEGE
 BUSINESS ADMINISTRATION
 COURSE OUTLINE

1994-95

MARKETING INTRODUCTION

TEXT:

Principles of Marketing, 3rd Edition, McGraw Hill Irwin, 1992.

...es, Barnes, Stanton,
 Sixth Canadian Edition, 1992.

able to share a text with a trusted fellow

... may be possible to share a text with a trusted fellow student.

PREREQUISITE:

Nil.

COURSE

The development

development of a strategy and its implementation

DESCRIPTION

The focus for this introductory course is 'Using the principles of product, price, promotion and place, the crucial importance of the consumer, student analytical skills.

... will develop

COURSE

OBJECTIVES:

... and fundamental marketing problems. ... with techniques used in defining target markets. ... elements of buyer behaviour. ... the components of the marketing mix to ... the marketing mix relates to target ... learning via case method. ... students to group work.

- i) To understand the concepts of marketing
- ii) To solve business problems
- iii) To acquaint student with marketing and select
- iv) To scope e
- v) To survey ... outline how ... markets.
- vi) To apply le
- vii) To expose

GRADING:

- Quizzes 3 x 10%
- Group Paper
- Mid Term Exam
- Final Exam
- Attendance

...	=	30%
...	=	15%
...	=	20%
...	=	25%
... Bonus	=	10%

TESTS

Only those students who contact me before a scheduled test will be permitted to write a supplemental. In most cases, supplementals are waived and the student will be given an exam. It is not preferable to write the test if you are unable to write a test call me or leave a message - please make sure that the message gets a time on it.

HAND INS

Classes will start on time all the time and no review of material already covered will not be provided for late students. Attendance in my courses is super important and you will be tested on material covered in class. Please make arrangements with a fellow student to pick up handouts if you are absent. Attendance will be taken 3 times during the semester and will be 10% of the final grade.

NOTES The test of good notes is whether they require more than what is written on the board. I use abbreviations and acronyms. Buzz words extensively, so PLEASE seek clarification.

ASSISTANCE

My office is on the... The... is... and/or comprehension unless... whatsoever in feeling assistance... the process. Please do so early... before the exam.

My office hours are... only a guide to my availability. Please feel free to wander in...

ANALYSIS

DEFINITION: To Analyze: to take to pieces, to resolve into elements, to examine critically part by part.

In other words, analysis sheds light on and makes meaningful raw data. Qualitative or quantitative raw data are \rightarrow \rightarrow

Qualitative & Quantitative (absolute and relative)

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