

GRANDE PRAIRIE REGIONAL COLLEGE
 DEPARTMENT OF BUSINESS ADMINISTRATION
 SLAVE LAKE
 COURSE OUTLINE

F-92

BA 1090 - INTRODUCTION TO MARKETING

INSTRUCTOR: Scott Moffatt
 Office: A141
 Telephone: 849-8633 (Work)

COURSE HOURS: 9:00 a.m. to 10:00 a.m. Thursdays and Fridays

TEXT: Fundamentals of Marketing, Sommers, Barnes, Ryerson, sixth Canadian Edition, 1992
 et al., McGraw-Hill

OBJECTIVES:

Students will be able to identify and describe the marketing process and its components. Students will be able to identify and describe the marketing environment and its components. Students will be able to identify and describe the marketing mix and its components. Students will be able to identify and describe the marketing research process and its components. Students will be able to identify and describe the marketing strategy process and its components. Students will be able to identify and describe the marketing implementation process and its components. Students will be able to identify and describe the marketing evaluation process and its components. Students will be able to identify and describe the marketing control process and its components. Students will be able to identify and describe the marketing ethics process and its components. Students will be able to identify and describe the marketing social responsibility process and its components. Students will be able to identify and describe the marketing legal process and its components. Students will be able to identify and describe the marketing financial process and its components. Students will be able to identify and describe the marketing human resources process and its components. Students will be able to identify and describe the marketing information process and its components. Students will be able to identify and describe the marketing technology process and its components. Students will be able to identify and describe the marketing innovation process and its components. Students will be able to identify and describe the marketing sustainability process and its components. Students will be able to identify and describe the marketing social media process and its components. Students will be able to identify and describe the marketing mobile process and its components. Students will be able to identify and describe the marketing big data process and its components. Students will be able to identify and describe the marketing artificial intelligence process and its components. Students will be able to identify and describe the marketing blockchain process and its components. Students will be able to identify and describe the marketing cryptocurrency process and its components. Students will be able to identify and describe the marketing virtual reality process and its components. Students will be able to identify and describe the marketing augmented reality process and its components. Students will be able to identify and describe the marketing internet of things process and its components. Students will be able to identify and describe the marketing cloud computing process and its components. Students will be able to identify and describe the marketing big data process and its components. Students will be able to identify and describe the marketing artificial intelligence process and its components. Students will be able to identify and describe the marketing blockchain process and its components. Students will be able to identify and describe the marketing cryptocurrency process and its components. Students will be able to identify and describe the marketing virtual reality process and its components. Students will be able to identify and describe the marketing augmented reality process and its components. Students will be able to identify and describe the marketing internet of things process and its components. Students will be able to identify and describe the marketing cloud computing process and its components.

...ability to analyze marketing problems.
 ...marketing analysis to solve business problems.
 ...students to group work and oral presentations.

GRADING:

Final Exam	25%
Mid Term Exam	15%
Case #1 (individual)	10%
Case #2 (group)	10%
Case #3 (group)	10%
Case #4 (group)	10%
Class Contribution	10%
	100%

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

Percentage	Stanine	
90 - 100%	9	
80 - 89%	8	
77 - 79%	7	
65 - 76%	6	
57 - 64%	5	
50 - 56%	4	Pass
45 - 49%	3	Fail
26 - 44%	2	
	1	

TESTS: The Final and Mid Term Exam will be a mixture of multiple choice, short answer, and case analysis.

ASSIGNMENTS: Cases will be graded on the quality of case questions as well as the thoroughness of the analysis that accompanies them. I recommend that answers be double spaced, in length. You may follow the guideline somewhat but volume of cases in excess of 10 pages will not be accepted. Cases are due at the beginning of class. No cases will be accepted late because we will be discussing them.

mixture of multiple choice,

the answers to the end of
ness of the analysis that

case write-ups be 3 or 6 pages,

you choose to deviate from this

is no guarantee of higher marks. No

cases will be accepted. Cases are due at the

beginning of class. No cases will be accepted late because we will

be discussing them.

Proper grammar and spelling are expected on all assignments. I would prefer if the cases were typed but if they are written, they should be neat and legible. This is fair or acceptable.

Assume the role of paid consultant/marketing analyst addressing yourself to an interest party identified in the case.

Case #1, to be done individually, is the Fast Food Business case 1.2 on page 76 of the text.

Case #2 is the Atlantic Rack of Canada case 2.3 on page 224 of the text. This is a group assignment.

Case #3 is also a group project. It is case 5.2 in the text on page 527-8: Charlie's Laundry Factory.

Case #4 is case # 11.11 from the text: The Tea Council of Canada. This is a major group project.

PARTICIPATION: Each team will be assigned a case study. The team will be responsible for reading the case study and preparing a presentation on the case study. The presentation should be 10-15 minutes long and should include the following information:

groups will receive the same mark on their assignments your selection of group members will influence the marks you will receive in this course.

ANALYZING A CASE

The following is an outline for a case analysis. Not all of the steps will be relevant to each case but this should give you an indication of what kind of structure I require for a written case analysis. The questions asked at the end of each case may be covered in this analysis; if not, answer them after the analysis is done.

Step 1: OBJECTIVES AND PROBLEM

What is the objective of the individual or organization (as discussed) in the case? What is the nature of the problem that he/she faces? Was the objective unrealistic? Is the problem related to any of the elements of the marketing mix?

Step 2: SITUATIONAL ANALYSIS - INTERNAL

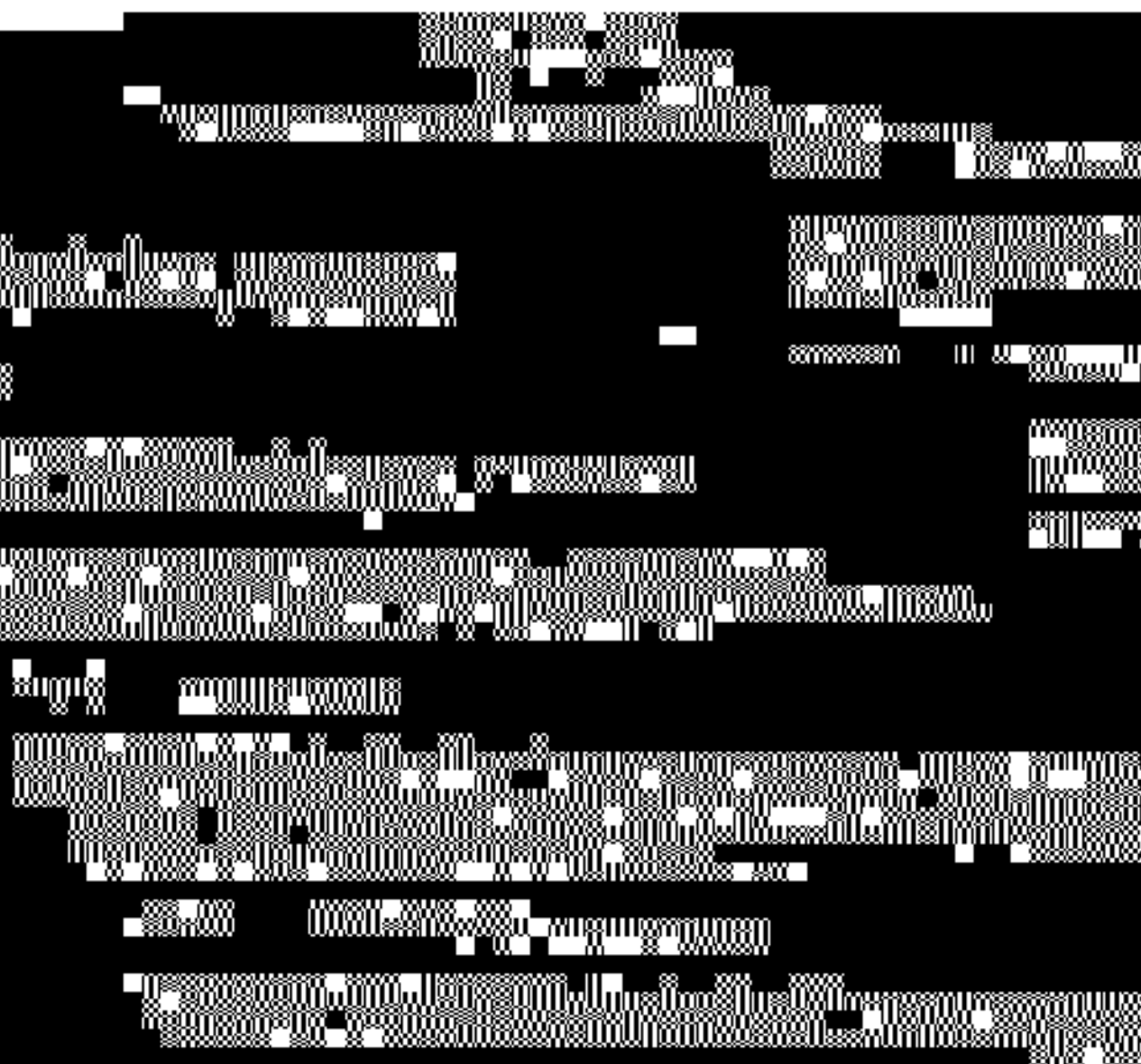
There are two aspects to the internal analysis: 1) strengths and 2) weaknesses. Descriptions can be both of the organization and the market.

\$ 1,000,000

100% of sales
100% of sales

External variables that are beyond our control but affect the business situation that

business is operating in.



opportunities, and threats as well as its impact on the fundamental problem, the cost will continue to rise.

CONCLUSION

What action will you take from amongst the three alternatives previously described?

Step 4: IMPLEMENTATION

How will this be accomplished?