

**Grande Prairie Regional College
Business Administration**

BA 1090 Introduction to Marketing (3-0, 3 credits)

Course Outline Fall 1999

Instructor: Tracy Aylward

Office: J215

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Office Hours: 5 - 6 p.m. Wednesday or by appt.

Required Text: Tuckwell, Keith L. (1998), Canadian Marketing in A
ed., Scarborough: Prentice-Hall.

tion (4th)

... will be used
... case studies of other
... textbook chapter.

... is the primary focus of this
... price, promotion, and place, plus
... er, students will develop their analytical skills.

... weekly instruction Wednesday, 6:00 - 9:00 p.m. The
... of lectures, class discussions, videos, group work

... terminology and fundamental concepts of marketing,
... solving skills through the use of the case method;
... the techniques used in defining and selecting target

... of the importance of looking at marketing form the

... survey the components of the marketing mix and show how they apply and inter-
... relate to the solving of marketing problems.

... this text provides the bulk of material you will study for this course;
... extensive ... materials. These are to be read and studied, as you would

Course Description:

The development of a strategic model and its implementation in an introductory course. Using the principles of product, price, promotion, and place, the importance of the consumer

Course Format:

BA 1090 consists of 30 hours of instruction. Classwork will include a combination of lectures, class discussions, and presentations, and case studies.

Course Objectives:

The objectives of this course are:

- To acquaint students with the terminology and fundamental concepts of marketing;
- To develop business problem-solving skills through the use of the case method;
- To acquaint students with the techniques used in defining and selecting target markets;
- To develop an appreciation of the importance of looking at marketing form the customer's point of view;

University Transferability: Some universities and many professional organizations (e.g., AACSB) will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation: The following components will determine your grade:

Class Participation	10%
Fundamentals Quiz	5%
Chapter Reading Quizzes	30%
Midterm Exam	20%
Final Exam	35%

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class.

Attendance will be taken at each class, and I will monitor your active and constructive contribution to the class' learning. Your participation grade will reflect both of these components.

Marketing Fundamentals Quiz

The first two classes will go through the basics of marketing. A strong grasp of these basics is needed to understand the rest of the course. The Fundamentals Quiz will be composed of reverse definitions and multiple-choice questions.

Chapter Quizzes

If in-class time is to be used effectively, you will have to do the required reading before class. These tests will give you an incentive to do so.

Each chapter quiz will consist of a combination of 10 multiple choice and reverse definitions. They will take approximately 15 minutes to complete. We will mark and debrief these quizzes in class, immediately after you have finished writing them. (Exceptions will be made for properly documented absences i.e. medical notes, etc.)

Your best bet is to do the quizzes in class to get the most out of your time.

Midterm Exam

While the quizzes test straight knowledge of the course concepts, the Midterm (and Final) will test your application of the course material. Accordingly, the Midterm will be comprised of short answer and case study questions.

You will have 75 minutes to complete this test.

Final Exam

Like the Midterm, 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, short answer, etc.) will comprise the other half. The

Key Dates for BA 1090:

Sept. 21	Marketing Fundamentals Quiz & Chapter 1 Quiz
Sept. 28	Chapter 2 Quiz
Oct. 5	Chapter 3 Quiz
Oct. 12	Chapter 6 Quiz
Oct. 19	Chapter 5 Quiz
Oct. 26	Midterm Exam
Nov. 2	Chapter 7/8 Quiz
Nov. 9	Chapter 9/4 Quiz
Nov. 16	Chapter 9/12 Quiz
Nov. 23	Chapter 12/14 Quiz
Nov. 30	Chapter 14/15/16 Quiz
Dec. 7	Chapter 10 Quiz
Dec. 13 - 21	(TBA) Final Exam

The Road to Success in BA 1090:

- Read the textbook before the material is covered in class.
- Attend all class sessions. Attendance is critical for success in BA 1090.
- Participate in class discussions, activities, and all assignments.
- Review the textbook and class notes.

Fall 2019 Course Schedule - Section D2

Date	Topics / Key Questions
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September 8	<i>Course Outline</i>
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Reading: Outline

September 15	<i>Marketing Fundamentals</i>
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- What is a TARGET MARKET?

What is a PRODUCT?
 What is a MARKET?
 What is a PROMOTION? What is PRICE?
 What are the PROMOTIONAL TOOLS?
 What is the relationship between NEEDS, TARGET MARKETS, and MARKETING MIX?

- What is POSITIONING?
- What is MARKETING MIX?
- What is PLACE (DISTRIBUTION)?
- What is PROMOTION? What are the 4 Ps?
- Describe the relationship between POSITIONING, and the MARKETING MIX.

Reading: Fundamentals

Handout

September 22

Introduction

Quiz, Chapter 1 Quiz

What is a MARKET?
 What is MARKETING EVOLUTION?

Marketing Fundamentals

- What is MARKETING? What are the 4 Ps?
- Describe the 4 STAGES OF THE MARKETING PROCESS.

- Discuss the following: TQM, RELATIONSHIP MARKETING, DATABASE MARKETING, GLOBALIZATION, GLOBALIZATION, AND INTERNET MARKETING.
- What is E-COMMERCE? How do companies use the Internet to market their services and products? What are the advantages and disadvantages of INTERNET MARKETING?

Reading: Chapter 1 & Chapter 16 (pg. 409-21 only)

Marketing Environment

Chapter 2 Quiz

- What is the EXTERNAL MACRO ENVIRONMENT?
 - What is the EXTERNAL MACRO ENVIRONMENT? Briefly describe some of the important trends in the 7 MACRO ENVIRONMENTS.
 - Compare DIRECT COMPETITION TO INDIRECT COMPETITION. Describe the 4 COMPETITIVE POSITIONS.
 - Relate and apply the concept of SWOT analysis.

September 29

Reading: Chapter 2 & SWOT Handouts & Volkswagen Canada Limited pg. 484-85

October 6

Marketing Planning / Marketing Strategy
Chapter 3 Quiz

- Describe the relationship between OBJECTIVES, STRATEGIES, and TACTICS. Explain the PLAN DO-CHECK cycle. What is a MISSION STATEMENT? Differentiate between CORPORATE STRATEGY and MARKETING STRATEGY. What are CROSS MARKETING STRATEGIES? MERGERS, ACQUISITIONS, DIVESTMENTS, and STRATEGIC UNITS?
- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.
- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Types of Marketing Strategies)

Reading: Chapter 3 & McDonald's Restaurants pg. 481-83

October 13

Segmentation
Chapter 6 Quiz

- What is MARKET POTENTIAL? What is SEGMENT POTENTIAL? What is a "SEGMENT"? What is a BASIS FOR SEGMENTATION? Why do marketers use MULTIPLE BASIS FOR SEGMENTATION? What is a TARGET MARKET?
- Compare a MASS MARKETING strategy with a differentiated strategy.
- Discuss the DEMOGRAPHIC SEGMENTATION: AGE, GENDER, INCOME, OCCUPATION, EDUCATION, MARITAL STATUS, FAMILY LIFE CYCLE.
- Discuss PSYCHOGRAPHIC SEGMENTATION: PERSONALITY, VALUES, LIFESTYLE, RESPONSE SEGMENTATION.
- Explain the MARKETING SEGMENTATION PROCESS. Provide different examples of MARKET SEGMENTATION.

REPOSITIONING?

Reading: Chapter 6 & Chapter 5 (pg. 116-118 only) & Club Med pg. 490-1

October 20

Consumer Behavior
Chapter 5 Quiz

- Define CONSUMER BEHAVIOR. Why is Consumer Behavior referred to as a "black box?"
- Discuss the influence of CULTURE and SUBCULTURE on consumer behavior.
- List the 6 SOCIAL CLASSES. How does SOCIAL CLASS influence buyer behavior? Explain why INCOME and SOCIAL CLASS are different segmentation variables. What is a REFERENCE GROUP?
- Discuss the following segmentation variables: AGE, GENDER, OCCUPATION, ECONOMIC CIRCUMSTANCES, LIFESTYLE and PERSONALITY.

- What is a MOTIVATION? Explain how it influences buying behavior?
- Explain why SELECTIVE PERCEPTION and SELECTIVE RETENTION are important to marketers?
- What is an ATTITUDE? Explain how it influences buying behavior?

Reading: Chapter 5

October 27

Consumer Behavior (continued)

Mid-term Exam

- Describe the BUYER DECISION-MAKING PROCESS. Compare a HIGH INVOLVEMENT decision with a LOW INVOLVEMENT decision. What is COGNITIVE DISSONANCE (buyer's remorse)?

November 3

Industrial Marketing / Product

Chapter 7 and 8 Quiz

- What are the 5 different BUSINESS MARKETS? Discuss how business

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