

Introduction to Marketing

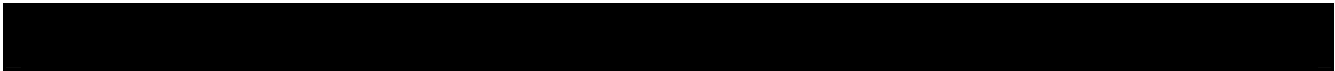
BA 1090 (3-0, 3 credits)

Welcome to the World of Marketing



Tips for Succeeding in this Course

1. **Read** the textbook before the material is covered in class.
2. **Attend** all scheduled classes.
3. Actively **participate** in all in-class discussions and activities.
4. **Review** the topic questions in the course schedule before each quiz and exam.
5. **Learn** from your mistakes on the chapter quizzes.
6. **Analyze**, don't just describe, with your case study answers.



Course Objectives

1. To acquaint students with the terminology and fundamental concepts of marketing.
2. To develop business problem solving skills thorough use of the case method.
3. To acquaint students with the techniques used in defining and selecting target markets.
4. To develop an appreciation of the importance of looking at marketing from the customer's point of view.
5. To survey the components of the marketing mix and show how they apply and inter-relate to the solving of marketing problems.

Winter 2005 Class Schedule

Date	Topics / Key Questions	Reading
Week 1	Course outline	

Winter 2005 Class Schedule

Date

Topics / Key Questions


Reading

Week 6

Consumer Behavior

Chapter 4 Quiz

-Define CONSUMER 497M3664 8971 (C)Tj 6E.0994 0 T16.96 Tf 0.998072 0 0 1 128.88 606.72 Tm (C)Tj 7.21391 0 Td



Date	Topics / Key Questions	Reading
Week 9	Product Management / Marketing Research Chapter 9 (PLC only) and Chapter 3 Quiz - -Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending	Chapter 9

Winter 2005 Class Schedule

Date	Topics / Key Questions	Reading
Week 12	<p>Promotion / Direct Marketing Chapter 14, 15, and 16 Quiz</p> <ul style="list-style-type: none"> -What is ADVERTISING? Explain the AIDA model. -Discuss the relative merits of the following advertising mediums: T.V., RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME., DIRECT MARKETING, INTERNET. -What is PUBLIC RELATIONS? What is PUBLICITY? Compare publicity with advertising. Briefly describe the 5 PR TOOLS OF THE TRADE. - What is DIRECT MARKETING? What is DIRECT RESPONSE advertising. Briefly describe the 5 PR TOOLS OF THE TRADE. 	<p>Chapter 14</p> <p>Chapter 15</p>