



## C O U R S E O U T L I N E – W I N T E R 2 0 0 6

### BA 1090 3(3-0-0)UT – Introduction to Marketing

**Instructor** Trevor Thomas

**Office** C 309

**Office** Tuesday and Thursday  
**Hours** 10:00 – 11:30 am or  
by appoin

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**Grading Criteria:**

<b>MARKS</b>	Fundamentals Test	5%
	Quizzes	35%
	Mid term Exam	25%
	Final	







Jan 24, 26

## **Marketing Planning/Marketing Strategy**

Chapter 7 Quiz - Tuesday, Jan. 24

- Describe the relationship between OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS. Explain the PLAN-DO-CHECK cycle.
- Distinguish between CORPORATE PLAN/STRATEGY and a MARKETING PLAN/STRATEGY. What is a MISSION STATEMENT? What is a VISION STATEMENT?
- Briefly describe the following Corporate Strategies: PENETRATION, CROSS MARKETING, STRATEGIC ALLIANCES, ACQUISITIONS, DIVESTMENTS, VERTICAL INTEGRATION, NEW PRODUCT STRATEGY, CROSS MARKETING
- Explain how the elements of analysis, objectives, strategies/tactics, and evaluation combine to form the MARKETING PLAN.
- What is a CONTINGENCY PLAN?
- Explain the PRODUCT/MARKET EXPANSION GRID (i.e. Common Marketing Strategies)

**Chapter 7**  
**CASE TBA**

## **Segmentation**

Chapter 6 Quiz - Tuesday, Jan. 31

- 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 SEGMENTATION strategy.
- Discuss the DEMOGRAPHIC SEGMENTATION: Age, Gender, Income, Occupation, Education, Marital Status, Family Life Cycle, and Ethnic.
- Discuss GEOGRAPHIC, PSYCHOGRAPHIC, and BEHAVIOR RESPONSE SEGMENTATION.
- Explain the MARKETING SEGMENTATION CONTINUUM.
- What is POSITIONING? Discuss 5 types of POSITIONING? What is REPOSITIONING?

**Chapter 6**  
**CASE TBA**  
**p.104-5**

## **Consumer Behavior**

Chapter 4 Quiz - Tuesday, Feb 7

- 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

**Chapter 4**

SELECTIVE RETENTION are impor



-Describe the PRODUCTLIFE CYCLE. What are the marketing implications at each stage? Discuss a few tactics for extending the Pro

## **Chapter 9**

