

Sault College of Applied Arts and Technology sault ste. marie

Course Outline

INDUSTRIAL MARKETING

MKT 301-4

revised October 1973

INDUSTRIAL MARKETING
MKT 301-4

Time: 4 - 50 minute periods per week

Text: Industrial Marketing 3rd edition Irwin/Dorsey
- by Alexander, Cross, Hill

Reference Texts: Industrial Marketing - McGraw Hill
-by Dodge

Periodicals: "Industrial Marketing"
"Industrial Canada"

OBJECTIVES:

1. To provide the student a better understanding of the workings of the workings of the industrial marketing complex and its vital role in the Canadian economy.
2. To emphasize on structuring the proper management organization for the most effective planning organizing and control of industrial marketing activities.
3. To describe the industrial marketing environment as it exists by citing specific examples.

METHOD:

1. The instructor will lecture on important topics from each chapter
2. In order to stimulate real analytical thought on the part of the student, the case method will be used heavily as an integral part of industrial marketing course.
3. The student participation in class discussion will be sought.

STUDENT EVALUATION:

Tests (3)	20%
	20%
	20%
Class participation	20%
Class project	20%
	100%

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TOPIC NO.	PERIODS	TOPIC INFORMATION
		<ul style="list-style-type: none">-the channels-franchise agreements-the dimensions of management
		<ul style="list-style-type: none">-market levels and product types-derived demand-customer motives
		<p>§y^?r-51}5!r\$9\$\$rl\$519§</p> <ul style="list-style-type: none">-types of buyers-geographical concentration-organizational characteristics
		<p>y?iy\$-.§D^-y\$D^9r-6D\$i^§i§</p> <ul style="list-style-type: none">-the process of value analysis-evaluating vendor capacity-rating vendor performance-vendor analysis & marketing
		<p>y\$[! ?9iD9_ \$!]§_Er9^y95-9ff9ril!9</p> <ul style="list-style-type: none">-determinants of product mix-appraisal of company strength and weaknesses-organizing for product-planning & development-introduction <i>of</i> a new product-product deletion-importance of timing
		<p>Qyil?55_f9r_lD^y5trl^]-^99^§</p> <ul style="list-style-type: none">-industrial distributors-geographical distribution-manufacturer's agents-objectives of branch distribution
		<p>^§D?9I[!2-t?5!r!SS5ID3_9t}§!JD\$!5</p> <ul style="list-style-type: none">-factors affecting channel choice-selecting channels-channel supervision-inventory requirements-price policy-types of marketing assistance

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TOPIC NO	PERIODS	TOPIC INFORMATION
8		<p>P!-lfld9_ld^y55!!l?l_^99^5</p> <ul style="list-style-type: none"> -nature of competition -nature of costs -types of costs -nature of demand -techniques of pricing decisions -pricing situations -legal considerations -price lining -organization for pricing <ul style="list-style-type: none"> -basic problems and objectives -the advertising budget -industrial advertising appeals -legal requirements -use of advertising agencies -media -measuring advertising effectiveness
10		<p>Pt!i5lS?L^i\$]t!!l^y5i9!]</p> <ul style="list-style-type: none"> -the logistics system -the components of the system -inventory control -traffic management -analysis of the system
11		<p>9y55°!!)?r-§9r^i9?</p> <ul style="list-style-type: none"> -reciprocity "to sell or lease -engineering & technical service -financial service policy
12		<p>99[!5r9l_2f-ll!^y5!trl?l-.y\$![^?5iQ9-QE\$!C5519D5</p> <ul style="list-style-type: none"> -nature of control function -marketing budget -marketing cost analysis -statistical analysis -use of control information

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EVALUATION SYSTEM

The student's final grade will consist of the following components

Tests (3)	25%
	25%
	25%
Class project	25%

1. Each test will cover a specified group of topics from the course outline. Any student who fails to achieve an acceptable grade (C or better) will be required to write another test on the same topics one week later or soon thereafter. Any student who still has an I on this test will be required to upgrade this mark during the "make-up" period at the end of the term. The only exception to this procedure will be that a student with B standing or better on the other 2 tests may elect not to make-up the third test. The highest grade assigned on any make-up test will be C.
2. Any student who fails to achieve an acceptable grade on the written project will be required to re-write and re-submit it.

Students wishing to receive better than C standing must demonstrate above average performance in each area described above.

Oct./73