

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

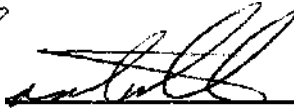
COURSE OUTLINE

Course Title INTRODUCTION TO MARKETING
Code No.: MKT 101-3
Program: BUSINESS ADMINISTRATION - COMMON
Semester: ONE
Date: JUNE 1, 1983
Author: J. N. BOUSHEAR J. KUCHMA

New: Revision

APPROVED:


prairperson



Date

CALENDAR DESCRIPTION

INTRODUCTION TO MARKETING

Course Name

MKT 101-3

Course Number

PHILOSOPHY/GOALS:

This introductory course is designed to give the student a basic understanding of the functions and concepts applicable to today's marketing environment. The course will give an overview of marketing principles, focusing on the function of promotion (advertising and personal sales).

METHOD OF ASSESSMENT (GRADING METHOD):

	<u>Weighting</u>	<u>Approximate Time</u>
Test number 1 - Chapters 1, 2, 3, 425%	- end of week 3
Test number 2 - Chapters 5, 6, 7, 8.25%	- end of week 7
Test number 3 - Chapters 9, 10, 11, 12, 13, 14.25%	- end of week 11
Test number 4 - Chapters 15, 17, 18, 19..	25%	- end of week 15
	100%	

For the majority of students, these tests will be adequate to assign a term mark. Some students may wish to improve their grade and may do so by writing a comprehensive test at the end of the semester. Those students who have been absent from tests or who do not have a passing average grade will be required to write the comprehensive test.

- Note:
1. The comprehensive test will include the entire work of the semester.
 2. Students who are absent from a test for any reason will receive a mark of zero for that test.
 3. There will be no rewrites of individual tests.
 4. Tests will normally be held in regular classes at the conclusion of the chapters as indicated above.

5. Students who have a passing grade and elect to try to Improve their mark by writing the comprehensive test will receive the higher mark of the two evaluation methods.

A85 - 100%
B70 - 84%
C55 - 69%

TEXTBOOK(S):

Foundations of Marketing (essentials edition), M. Dale Beckman, Louis E, Boone, David L. Kurtz; Holt, Rinehart and Winston of Canada Limited - 1983.

COURSE OBJECTIVES:

This course will enable students to understand and appreciate the important and expanding role of marketing in modern business.

This course has been designed:

1. as a foundation for a later more advanced course at Sault College or elsewhere,
2. as a complete basic marketing course necessary for those pursuing other business administration interests,
3. to be relevant to today in a relatively new and dynamic field,
4. to meet the needs of the consumer citizen who is expected to spend/consume several million dollars in a working lifetime.

INSTRUCTIONAL METHOD and/or MAJOR ASSIGNMENTS:

Lecture, discussion, homework assignments, and supplementary readings will cover the course material. AV presentations will be shown depending on availability of material.

TEXT REFERENCES - Related reading:

1. Students are advised to purchase the following study guide:

Foundations of Marketing Study Guide
C.E. Greene
Holt, Rinehart and Winston of Canada Limited

- 2, Marketing magazine and Advertising Age (available in school library).

TEXT REFERENCES - Related reading: (continued)

3. Business magazines and newspapers (Globe and Mail report on business).

TIME FRAME for COURSE MATERIAL

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

WEEK 1: INTRODUCTION AND ORIENTATION

The marketing process

- The evolution of the study of marketing
- Why study marketing
- The marketing controllables
- Marketing utility

WEEK 2: THE ENVIRONMENT FOR MARKETING DECISIONS

The dynamic nature to the environment

- The four environmental uncontrollables
- The competitive environment
- The legal environment
- The economic environment
- The societal environment

WEEK 3: CONSUMER BEHAVIOUR

What you are is where you were when?

Basic concepts

- self concept
- needs and motives
- perception
- attitudes
- learning
- social influences
- group behaviour
- the consumer decision process

TEST #1

WEEK 4: MARKETING PLANNING

- strategic vs. tactical plans
- strategic business units
- comprehensive marketing programs
- threats and opportunities in the environment
- strengths and weaknesses in the company
- forecasting

WEEK 5: MARKET SEGMENTATION

- understanding the market (people)
- demographics - the family cycle etc,
- geographies
- psychographics - lifestyles
- product attributes - user status

WEEK 6: MARKET SEGMENTATION STRATEGY

- concentration/differentiation
- product market matching
- the segmentation process

WEEK 7: MARKETING RESEARCH

- the importance of accurate information
- sources of information (primary/secondary)
- the research process
- the sampling procedure
- marketing information systems (MIS)

TEST #2

WEEK 8: PRODUCT STRATEGY/PRODUCT MANAGEMENT

- product life cycle/product adoption curve
- consumer goods vs. industrial goods
- convenience/impulse/specialty/shopping goods
- industrial goods and services
- product development
- product identification
- packaging

WEEK 9: PRICING

pricing objectives and profitability
market size/market share
pricing theories
price determination
markups
discounts/allowances/rebates

WEEK 10: CHANNEL STRATEGY

identifying the major channels
determining the optimum channel(s)
push/pull strategy
market coverage (intensive to exclusive)
channel conflict/channel captains
vertical marketing systems

WEEK 11: WHOLESALING

- the functions of middlemen
- the types of wholesalers
- the costs of wholesalers

TEST #3

WEEK 12: RETAILING

- the types of retailers
- by shopping effort
- by services
- by product lines
- by location
- by form of ownership
- retailing trends
- the wheel of retailing
- the retail life cycle

WEEK 13: PROMOTION

communication
the promotion mix
promotional objectives
budgeting
measuring promotional effectiveness
coordinating the promotional plan
the value of promotion