

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

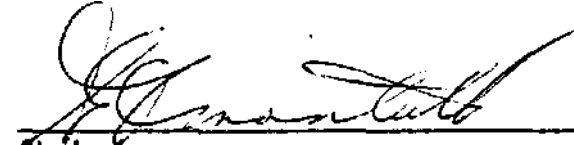
COURSE OUTLINE

Course Title MARKETING I
Code No.: MKT 109
Program: HOTEL AND RESTAURANT MANAGEMENT
Semester: ONE AND THREE
Date: SEPTEMBER 1984
Author: J. N. BOUSHEAR

New:

Revision

APPROVED:


Chairperson

Date

MARKETING I

MKT 109

Course Name

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):

Students will be evaluated on the following basis:

Three tests	30%
Skills Development Assessment	20%
	TOOy

Dates of the tests will be announced approximately one week in advance.

Students must write all three tests. Students who miss any test will receive a zero for that particular test. The exception being a student not able to write because of illness or other legitimate reason such as jury duty, family bereavement, etc. In such cases the student must contact the Instructor in advance of the test and the student must provide an explanation which is acceptable to the instructor. (Medical certificates or other appropriate proof may be required.)

In all other cases, the student will receive a mark of zero '0' that test and must repeat the course. There will be no rewrites of individual tests.

FINAL GRADE:

The final grade will be based on the following scale:

A = 85% or more
B = 70% to 84%
C = 55% to 69%
R = 54% or less

SKILL DEVELOPMENT ASSESSMENTS:

The student will be evaluated on such factors as:

- the degree of your Involvement
- the extent of personal commitment
- the motivation to learn as well as unlearn
- the quality of contribution made
- the ability to handle conflict

The skill development approach requires that students put forth a quality effort while they are present in the classroom. Thus, students are expected to attend class on a regular basis and to participate in class discussions.

Students who are absent from classroom discussions or students who are not adequately prepared prior to classroom sessions can expect the skill development assessment to reflect their lack of effort. A poor SDA evaluation may cause a student to be dropped one or two letter grades regardless of the quality of their work.

In order to complete this course successfully, each student must meet the following requirements:

1. Must complete, in a fashion acceptable to the instructor, all assignments and semester work.
2. Must write all tests and achieve a minimum of 55% on at least two of the three tests.
3. Must have an overall mark of 55% based on the three tests and skills development assessment.

Students who do not achieve a minimum overall mark of 55% may be allowed to write a comprehensive test, in limited circumstances-

A student with a final mark of 45% to 54% may apply to the instructor for permission to write a comprehensive test which will be based on work from the entire semester. The instructor may allow the student to write the comprehensive test based on the student's attitude, participation in class and provided that the student has attempted all semester tests and given some indication of potential success on a comprehensive test.

It is the responsibility of any student in this category to apply to write the comprehensive test immediately when the final grades are posted.

A final grade of "C" will be assigned to any student who obtains 55% or more on the comprehensive test. In all other cases, students with a final grade of less than 55% will have to repeat the course.

TEXTBOOK(S):

Foundation 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 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 expecting 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 READINGS;

1. Students are advised to purchase the following study guide:
Foundation of Marketing Study Guide, C.E. Greene, Holt, Rinehart and Winston of Canada Limited-
2. "Marketing" magazine and "Advertising Age" (available in the school Learning Resource Centre)-
3. Business magazines and newspapers ("Globe and Mail" - "Report on Business").
4. Hotel and Restaurant Trade Journals.

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 to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

<u>WEEK 1</u>	<u>INTRODUCTION AND ORIENTATION</u>	<u>Chapter 1</u>
	The marketing process	
	- the evolution of the study of marketing	
	- why study marketing	
	- the marketing controllables	
	- marketing utility	

<u>WEEK 2</u>	<u>THE ENVIRONMENT FOR MARKETING DECISIONS</u>	<u>Chapter 2</u>
	The dynamic nature of the environment	
	- the four environmental uncontrollables	
	- the competitive environment	
	- the legal environment	
	- the economic environment	
	" the societal environment	
<u>WEEK 3</u>	<u>CONSUMER BEHAVIOUR</u>	<u>Chapter 3</u>
	What you are is where you were when.	
	Basic concepts	
	- self concept	
	- needs and motives	
	- perception	
	- attitudes	
	- learning	
<u>WEEK 4</u>	<u>INFLUENCES AND THE CONSUMER DECISIONS</u>	<u>Chapter 4</u>
	- social influences	
	- group behaviour	
	- the consumer decision process	
<u>WEEK 5</u>	<u>MARKET SEGMENTATION</u>	<u>Chapter 6</u>
	- understanding the market (people)	
	- demographics - the family cycle etc.	
	- geographies	
	- psychographics - lifestyles	
	- product attributes - user status	
<u>WEEK 6</u>	<u>MARKET SEGMENTATION STRATEGY</u>	<u>Chapter 7</u>
	- concentration/differentiation	
	- product market matching	
	- the segmentation process	
<u>WEEK 7</u>	<u>MARKETING RESEARCH</u>	<u>Chapter 8</u>
	- the importance of accurate information	
	- sources of information (primary/secondary)	
	- the research process	
	- the sampling procedure	
	- marketing information systems (MIS)	

<u>WEEK 8</u>	<u>PRODUCT STRATEGY</u>	<u>Chapter 9</u>
	<ul style="list-style-type: none"> - product life cycle/product adoption curve - consumer goods vs industrial goods - convenience/impulse/specialty/shopping goods - industrial goods and services 	
<u>WEEK 9</u>	<u>PRICING</u>	Chapters 11 <u>- and 12</u>
	<ul style="list-style-type: none"> - pricing objectives and profitability - market size/market share - pricing theories - price determination - markups - discounts/allowances/rebates 	
<u>WEEK 10</u>	<u>CHANNEL STRATEGY</u>	<u>Chapter 13</u>
	<ul style="list-style-type: none"> - identifying the major channels - determining the optimum channel(s) - push/pull strategy - market coverage (intensive to exclusive) - channel conflict/channel captains - vertical marketing systems 	
<u>WEEK 11</u>	<u>WHOLESALING</u>	<u>Chapter 14</u>
	<ul style="list-style-type: none"> - the functions of middlemen - the types of wholesalers - the costs of wholesalers 	
<u>WEEK 12</u>	<u>RETAILING</u>	Chapter 15
	<ul style="list-style-type: none"> - 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 	
<u>WEEK 13</u>	<u>PROMOTION</u>	<u>Chapter 17</u>
	<ul style="list-style-type: none"> communication the promotion mix promotional objectives budgeting measuring promotional effectiveness co-ordinating the promotional plan the value of promotion 	

WEEK 14 ADVERTISING Chapter 18

history of advertising
advertising objectives
the types of advertising
media
the advertising function
assessing advertising effectiveness
sales promotion, public relations, publicity

WEEK 15 PERSONAL SELLING Chapter 19

- sales tasks
- the chain of the sale
- retail selling
- sales management functions

Note:

- ** Additional readings will be assigned as the course progresses.
- ** The above schedule is subject to change.

