

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

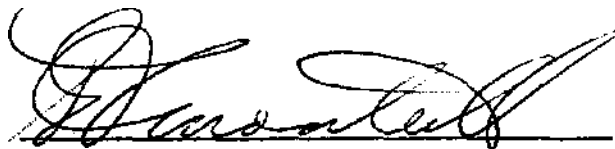
Course Title: INTRODUCTION TO MARKETING
Code No.: MKT 109-3
Program: HOTEL & RESTAURANT MANAGMENT
Semester: ONE
Date: SEPTEMBER 1985
Author: J.N. BOUSHEAR

New:

Revision:

APPROVED

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Chairperson

Date

INTRODUCTION TO MARKETING

MKT 109-3

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:

Two tests	70%
Skills Development Assessment	30%
	100%

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

Students must write all 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. To contact your instructor call 949-2050 Ext. 328 or leave a message at the switchboard. (Medical certificates or other appropriate proof may be required.) Student travel and student employment are not considered acceptable reasons to defer testing.

In all other cases, the student will receive a mark of zero for 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

*There will be no rewrites, make-up or supplemental tests except in the exceptional circumstances mentioned above.

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 prepare for class by doing the required reading and assignments (prior to class time) and to participate in class discussions. It is recommended that assignments and lecture notes be kept on loose leaf paper in order to accommodate the occasional submission for review.

TEXTBOOK(S):

Marketing Essentials, Kotler, McDougall, Prentice Hall, 1985

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:

Reading assignments, 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:
Marketing Essentials Study Guide & Workbook, Prentice Hall,
2. "Marketing" magazine and "Advertising Age" (available in the school Learning Resource Centre),
3. Business magazines and newspapers ("Globe and Mail" - "Report on Business").

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed 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.

1. Introduction and Orientation
2. Social Foundations of Marketing - Meeting Human Needs
3. The Marketing Management Process
4. Marketing Research and Information Systems
5. The Marketing Environment
6. Consumer Markets and Consumer Buyer Behaviour
7. Market Segmentation, Targeting and Positioning
- 8- Designing Products: Products, Brands Packaging and Services
9. Product Development and Life Cycle Strategies
10. Pricing Fundamentals & Strategy
11. Distribution - Wholesaling and Retailing
12. Promotion (a) Communication
(b) Advertising, Sales Promotion, Publicity
(c) Personal Selling