

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title INTRODUCTION TO MARKETING

Code No-: MKT 101-3

Program: BUSINESS ADMINISTRATION

Semester: ONE

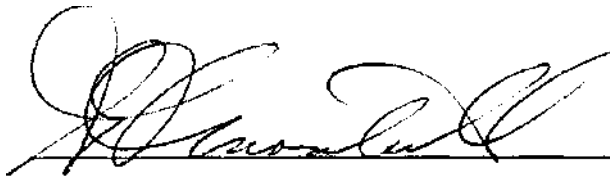
Date: SEPTEMBER 198 6

Author: J. N. BOUSHEAR

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Revised:

APPROVED



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INTRODUCTION TO MARKETING
Course Name

Mkt 101-3
Course Number

PHILOSOPHY AND 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 the terminology and principles used today in the Canadian environment.

METHOD OF ASSESSMENT; (GRADING METHOD):

Students will be evaluated on the following basis:

Test number one:	30%	(approximately 1st week in October)
Test number two:	30%	(approximately 2nd week in November)
Test number three:	40%	(approximately 3rd week in December)

The specific dates of tests will be announced in class approximately one week in advance.

Students must write all tests. Students who miss any tests will receive a mark of 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. There will be no rewrites, make-up or supplemental tests except in the exceptional circumstances mentioned above. Please inform your instructor in advance of anticipated absences. Just cause for absense must be substantiated. Student travel and student employment are not considered acceptable reasons to defer testing,

FINAL GRADE:

The numerical grades will be converted to letter grades on the following scale:

A-f	=	90% or more
A	=	80% to 89%
B	=	70% to 79%
C	=	55% to 69%_

SKILL DEVELOPMENT:

In preparation for a career students should recognize that in addition to knowledge, skills (the application of knowledge) and positive attitude are essential ingredients to advancement.

students should evaluate themselves on the following basis:

- the degree of involvement
- the extent of personal commitment
- the motivation to learn as well as unlearn
- the quality of contributions made
- the ability to handle conflict

As a minimum responsibility students should:

- be at class regularly
- be on time
- not distract others
- complete required readings and assignments

TEXTBOOK(S): required

CI) Marketing Essentials, Kotler, McDougall, Prentice Hall, 1985.

TEXTBOOK(S): suggested

- (1) Marketing Essentials - Study Guide and Workbook, Prentice Hall
- (2) It is suggested that students keep abreast of contemporary marketing issues through periodicals available in the library.

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 more advanced courses 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:

Reading assignments, discussion, homework assignments, and supplemental readings will cover the course material. Audio visual material produced by Magic Lantern will supplement the written material.

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 Behavior
7. Marketi 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 and Publicity
(c) Personal Selling
13. Strategy, Planning and Control