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Course Title            Il-jThODUGTIOiJ iiAi<KETIiia FUriDAMENTAL3

Goae no.:                MKT 107

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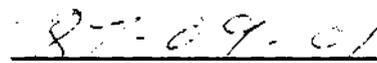
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Date

INTRODUCTION TO MARKETING  
Course name

Mkt 101-3  
Course number

This fundamental 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 with a specific emphasis on the retailing industry.

Learning Objectives:

Upon completion of this first semester course, the common semester student in business administration will be able to:

- 1) Relate the role and philosophy of marketing to the satisfaction of human needs and wants.
- 2) Understand the uncontrollable environment in which marketing must operate.
- 3) Assess the evolving role of the consumer in relation to contemporary marketing practices.
- 4) Distinguish between marketing activities assigned for the consumer market and marketing activities designed for the organizational market.
- 5) Segment a market, target a desirable segment and position a product appropriately.
- 6) Select and evaluate a promotion strategy.
- 7) Develop and evaluate an appropriate product strategy.
- 8) Develop an appropriate pricing strategy.
- 9) Select an appropriate means of distributing (placing) the product to consumers.

Method of Assessment: (Grading System):

Students will be evaluated on the following basis:

Test number one:	25%
Test number two:	
Test number three:	40%

Tests two and three will include material from previous chapters.

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 the 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 absence must be substantiated. Student travel and student employment are not considered acceptable reasons to defer testing.

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

A+	=	90%	-	100%
A	=	80%	-	89%
B	=	70%	-	79%
C	=	60%	-	69%

#### SKILL Development/LO/HMT:

In preparation for a career students should recognize that in addition to knowledge, skills (the application of knowledge) and a positive mental attitude are essential ingredients for success. Students should evaluate themselves on the following basis:

- the degree of their involvement
- the extent of their personal commitment
- the motivation to learn as well as to 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 the required readings and assignments.

Textbook(s): required

(1) Marketing Essentials, Kotler, and Dougall, Prentice Hall, 1986-

Textbook(s): suggested

(2) Marketing essentials - Study Guide and Workbook, Prentice Hall

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This course will be conducted primarily through reading assignments and discussion. Projects and mini-cases will be used to reinforce the knowledge and skills the student has acquired. Current handout material and videotapes will supplement the textbook. It is the student's responsibility to make sure that he/she is in possession of the handout material and has viewed the videotapes. In addition to textbook material, all information delivered in class will be subject to testing.

TIME AVAILABLE FOR COURSE MATERIAL:

Subject to Change, the following is the proposed schedule of topics which will be included in this course.

	Hours
Chapter 1	4
Chapter 4	4
Chapter 5	4
Test # 1 - 2b/ (1 hour)	
Chapter 6	4
Chapter 7	-4
Chapter 14 from page 297 to page 300 (Identifying the target audience) omit figure 14-1.	1
from page 509 (nature of each promotional tool) to 311 (factors in setting the promotion mix)	
Chapter 15 from page 317 to page 331 (sales promotion)	2
Chapter 10 from page 549 (Recruiting and selecting sales representatives) to 557 (Summary)	2
Test # 2 - 55/0 (1 hour)	
Chapter 8 from page 175 to page 17b (industrial goods classifications)	1
from page 1d1 (brand decisions) to page 1ti9 (Customer service decisions)	2
Chapter 9	5
Chapter 10 from 225 (selecting price objectives) to page 224 (Determine demand)	
from page 22c3 (Select a pricing method) to page 255 (Summary)	2
Chapter 11 whole chapter except figure 11-1	2
Chapter 12 page 255 (why middlemen are used) only	1
Chapter 15 from page 271 to 281 (bottom of the page)	
from page 287 (wholesaling) to page 288 (Types of v/wholesalers)	5
Test # 3 - 40/1 (2 hours)	