

L3AULT C0LL±:GJ:: 0^ APPLi^D ARTS AWD TKCHIJOLOGY  
oAULT STE. IIAKiL, ONTARIO

COURSE OUTLINE

Course Title: INTRODUCTION TO MARKETING  
Code i^o.: MKT 101  
Progra.m: BUSINESS ADMINISTRATION  
Seaester: OIJE  
Date: SEPTEMBER 1938  
Autinor : J. N. WU SHEAR, J. KUCHMA

New: Revision: X

APPROVED: ^ ^ ^ P T ^ ^ ^

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Date

PHILUL50PHY AND GOAL:

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.

LEARNING OBJECTIVES:

In addition to the following objectives, the textbook begins each chapter with specific learning objectives. Students are strongly encouraged to review those objectives before reading the chapter and again after reading the chapter. Upon completion of this course, student 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 designed 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.

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Stuaents will be evaluated on tne following ba.sis:

A. Quizzes (10) i^ 25 points	200 points	40f.
i3. Tests (2) iG' 100 points	200 points	40^b
C. iiomeworK (10 Assignments t) 5 points)	50 points	10^/
D. Attenaance/Participation 10 ty 5 points)	50 points	10^
	500 points	100^0

A. QUIZZJ!;0 - There will he 10 quizzes at 25 points ea.ch during the semester. utuaents who write all 10 quizzes will have the potential of a bonus 50 points. All quizzes must be written during tne cla-ss time and there will be no rewrites or supplemental quizzes for any reason. Please refer to the "TIML FRAWE FOR COUK^Lji^ HATLRIAL" in this course outline for the content and the timing of the quizzes.

B. TKIJTS - There will be 2 tests at 100 points each during the semester.

The MIDTKHM (100 points) test will be held on:

October 25, 1988 - LA1B  
October 26, 1988 " i3A1A, BA1C, Advertising Art  
October 27, 1988 - iiAID

This test will he held during the regular class time in the scheduled classroom. This test will cover ina.terial from Chapter 1, 4, 5, 6 and 7. (THFRL ^/ILL i3E NO REWRITES OF THIS TEST!)

The FINAL (100 points) test will be held on December 16, 1988 from 9:00 A.M. until 12:00 noon in the Gymnatorium. The final test will include material from the remainder of the semester. This test will not include material covered during the miaterm.

The COHPREHEL^JIVE FINAL (100 points) test will be held on Thursday December 20th in room A 201 at 3:00 P.rl. In order to qualify for this test students must nave:

1. A legitima.te amd substa.ntia.ated rea.son for missing the test. Proof / document at ion may be required. In this case the comprehen-sive test mark will replace the missing test mark amd the student's final ^rade will reflect the work submitted during the entire yea.r.

or

2. A semester gra.ae a.vera.ge of between 45/'= -55fa In this ca.se the comprehensive test mark will repla.ce the lowest test ma.rk, The fina.l gra.de will reflect the entire semester work but the highest gra.de possible in this circumstance is a. "C". In other words you will be required to ma.ice a. significa.nt effort all semester .

In addition to the preceding, in order to qualify for the comprehensive final test students must:

1. Have all assignments and homework up to date.
2. Have an attendance rate of 85% or better.

C. Requirements - All homework assignments must be completed and available for submission at the beginning of each class. Late assignments will not be accepted. If you expect to miss a class or if you expect to be late, you would be wise to give your homework to someone who will be at class so that they can submit it for you.

D. Attendance - Attendance will be taken during every class. It is important for students to develop a constructive work ethic and a sense of responsibility. It is important for students to be on time for class, to participate in discussions and to not distract others.

Final Grades:

The numerical grades will be converted to letter grades on the following basis-

- A+ (90-100) O.P.A. equivalent 4.0 - Consistently Outstanding
- A (80-89) G.P.A. equivalent 3.75 - Outstanding Achievement
- B (70-79) G.P.A. equivalent 3.0 - Consistently Above Average Achievement.
- C (60-69) G.P.A. equivalent 2.0 - Satisfactory or Acceptable Achievement
- D (50-59) G.P.A. equivalent 1.0 - Repeat - Objectives of course not achieved and course must be repeated.

Textbook: required

- (1) Marketing Essentials, Kotler, Lindberg, Prentice Hall, 1985.
- (2) Marketing Essentials - Course Material, Kuchma, Boushear, 1988

METHOD OF INSTRUCTION:

This course will be conducted primarily through reading, student assignments, case studies, videotape presentations and discussion. It is the student's responsibility to make sure that he/she is in possession of the textbook, and course materials. If you are absent from a class in which a videotape was shown, you may make arrangements to view that videotape through the Educational Productions in the basement of "h" wing (stairs opposite the Library). Tests or quizzes may include videotape material or any other material distributed in class-

TIME FRAME FOR COURSE MATERIAL:

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

Week 1.	Sept 6 - Sept 9	Orientation
Week 2.	Sept 12 - Sept 16	Chapter 1
Week 3.	Sept 19 - Sept 23	Chapter 4 (QUIZ ON WEEK 2)
Week 4.	Sept 26 - Sept 30	Chapter 5 (QUIZ ON WEEK 3)
Week 5.	Oct 3 - Oct 7	Chapter 6 (QUIZ ON WEEK 4)
Week 6.	Oct 10 - Oct 14	Chapter 7 (QUIZ ON WEEK 5)
Week 7.	Oct 17 - Oct 21	Review (QUIZ ON WEEK 6)
Week 8.	Oct 24 - Oct 28	MIDTERM TEST
Week 9.	Oct 31 - Nov 4	Chapter 14, Chapter 15 (1) from page 297 to page 300 (Identifying the Target Audience) (omit figure 14-1) (2) from page 309 (Nature of Each Promotional Tool) to page 311 (Factors in Setting the Promo. Mix) (3) from page 317 to page 331 (Sales Promotion)
Week 10.	Nov 7 - Nov 11	Chapter 16, Chapter 8 (1) from page 349 (Recruiting- and Selecting Sales Reps to page 357 (Summary) (2) from page 173 to page 178 (Industrial Goods Classification) (3) from a page 181 (Brand Decisions) to page 189 (Customer Service Decisions) (QUIZ ON WEEK 8)
Week 11.	Nov 14 - Nov 18	Chapter 9 (QUIZ ON WEEK 9)
Week 12.	Nov 21 - Nov 25	Chapter 10, Chapter 11 (1) from page 223 (Selecting Price Objectives) to page 225 (Determine Demand) (2) from page 226 (Select a Price Method) to page 233 (Summary) The whole chapter except figure 11-1 (QUIZ ON WEEK 10)

rt/eeK i;^. Nov 28 - Dec 2 Chapter 12, Chapter 15  
 (1) from page 275 (Why midalenen are used ONLY)  
 (2) from page 271  
 to the bottom of page 281  
 (5) from page 287 (Wholesaling)  
 to page 288 (Types of Wholesalers)  
 (QUIZ ON WEEK 11 )

Week: 14\* Dec 5 - Dec 9 review  
 {QUIZ ON WEEK 12)

Week 15. December 16 (9:00 - 12:00) TiiST Hi GYMNASIUM

Week 16. December 20 (3:00 - 6:00) COMPLETING PINAL