

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE ONTARIO


COURSE OUTLINE

Course Title: INTRODUCTION TO MARKETING
Course No.: MKT 107-3
Program: ADVERTIZING ART
Semester: ONE AND THREE
Date: SEPTEMBER 1990
Author: J. N. Boushear

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New _____ Revision

APPROVED:


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Date

INTRODUCTION TO MARKETING

Course Name

MKT-107-3

Course Number

Total Credits =3

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. The emphasis in this course will be on the promotion component of the marketing mix.

LEARNING OBJECTIVES:

Upon completion of this course, the student will be able:

- 1) To relate to the nature, importance and, evolution of marketing.
- 2) To understand that, " a company's marketing activity is shaped largely by external, uncontrollable environmental forces, as well as by the environment within the firm."
- 3) To assess the evolving role of the consumer in relation to contemporary marketing practices.
- 4) To segment a market, target a desirable segment, and position a product appropriately.
- 5) To distinguish among the marketing mix elements.
- 6) To develop and evaluate an appropriate product strategy.
- 7) To understand the importance and relationship of pricing,
- 8) To select an appropriate means of distributing (placing) the product in the market,
- 9) To select and evaluate a promotion strategy.

Note: In addition to the above 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.

TNTRnnUCTION TO MARKETING
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MKT-1g7-:^
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METHOD OF ASSESSMENT: (GRADING METHOD):

Final Examination	30%
Midterm Examination	25%
Quizzes	25%
Article Summaries	15%
Preparation and Participation	5%
	<u>100%</u>

Examinations

Students are required to write examinations approximately at midterm and at the end of the semester. The times and locations of examinations will be announced approximately one week in advance of each examination. Makeup examinations will only be allowed in limited circumstances:

- (a) verified medical
- (b) family bereavement
- (c) jury duty

Students who work must schedule their work so that it does not interfere with testing periods. Students who must miss examinations for any of the above reasons should notify the instructor as soon as possible, preferably before the examination is given. Unexcused absense will result in a mark of zero.

Quizzes

There will be a number of unannounced quizzes during regular class time. These quizzes will reflect any material which has been discussed in class or has been assigned as readings. There will be no makeups of quizzes foe any reason; however, the lowest two marks will not be included in the final average for quizzes.

Article Summaries

Students will read and review three academic journal articles reflecting contemporary marketing issues. The typed article summaries will review the article and discuss its implications in marketing terms. Each article summary will be presented in a grammatically correct essay format. Each article summary should be condensed to about a page- to a page and a half. Students are encouraged to submit article summaries early in the semester. Summaries will not be accepted after November 30, 1990.

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Please Note: Plagiarism is a very serious offence. Please refer to the student Handbook,

Final Grade

The numerical grades will be converted to letter grades on the following has is.

A+ (90-100%)	G.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
C (55-69%)	G.P.A. equivalent = 2.0	... Satisfactory or Acceptable achievement
R (0-54%)	G.P.A. equivalent = 0.0	... Repeat - Objectives of course not achieved and course must be repeated.

Assignments must be handed in to the instructor at the beginning of class on the due date. Assignments may be submitted in advance but no assignments will be accepted after the stated deadline. No assignment will be accepted by way of the instructor's mail box in the teachers'lounge.

Homework questions must be completed properly.and be available at any time to be submitted for evaluation. They too will be collected at the beginning of class and none will be accepted after that time.

Quizzes, tests, assignments, etc. will be returned to students during one of the normal class times. Any student not present at that class must pick up his/her work at the teacher's office within two weeks after distribution. Work not picked up within two weeks will be discarded.

Tests, etc, will be returned only to those students to whom they belong.

METHOD OF INSTRUCTTON!

This course will be conducted primarily through reading,, student assignments, case studies, videotape presentations, lectures and discussions'.

INTRODUCTION TO MARKETING

MKT>lg7-3
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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 class in which a videotape was shown, you may make arrangements to view that presentation through 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.

RESOLFRCS MATERIAL:

TEXT; FUNDAMENTALS OF MARKETING - Fifth Canadian Edition
Sommers, Barnes, Stanton, Futrell;
McGraw-Hill Ryerson Limited, 1989

Support Material: Magazines, Periodicals, Newspapers.

TIME FRAME FOR COURSE MATERIAL - INTRODUCTION TO MARKETING

<u>Week</u>	<u>Subject</u>	<u>Required Reading</u>
1-7	The Field of Marketing	Chapter One
	The Marketing Environment	Chapter Two
	The Marketing Mix	Pages 57-58
	Marketing Demographics and Buying Power	Chapter Four
	Social Groups and Psychological Influences on Buyer Behaviour	Chapter Five
	• Product Planning and Development	Chapter Eight
	Product-Mix Strategies	Chapter Nine
	Review and Testing	
	TEST ONE	
	8-15	Brands, Packaging, and other Product Features
Price Determination		Chapter Eleven

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Week

Subject

Required Reading

The Promotional Program Chapter Sixteen

Management of Personal Selling.. Chapter Seventeen

Management of Advertising.

Sales Promotion, and Publicity.. Chapter Eighteen

Retailing: Markets and
Institutions. Chapter Thirteen

15

Review and Testing

TEST TWO

The above schedule is subject to change and-is the proposed weekly schedule of material to be taught. These are not 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.

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