

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

**COURSE OUTLINE**

**COURSE TITLE:** INTRODUCTION TO MARKETING

**CODE NO.:** MKT101-3 **SEMESTER:** ONE

**PROGRAM:** BUSINESS COMMON

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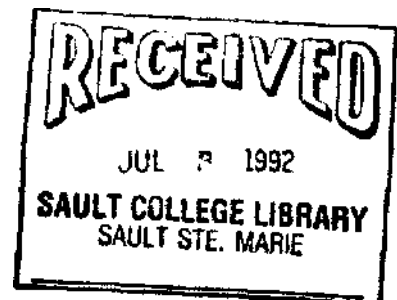
**DATE:** SEPTEMBER, 1992

**PREVIOUS OUTLINE DATED:** SEPTEMBER, 1991

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**APPROVED**  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

1-07-92  
DATE



INTRODUCTION TO MARKETING

MKT101

**COURSE NAME**

**COURSE CODE**

**TOTAL CREDITS:**

**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 the terminology and principles used today in the Canadian environment.

**LEARNING OBJECTIVES:**

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

- 1) Relate to the nature, importance and evolution of marketing
- 2) Explain how a company's marketing activity is shaped by internal and external environmental forces
- 3) Evaluate the evolving role of the customer in relation to contemporary marketing practice
- 4) Segment a market, target a desirable segment, and position a product appropriately
- 5) Explain the individual and collective use of the marketing mix ingredients
- 6) Develop and evaluate an appropriate product strategy
- 7) Develop and evaluate an appropriate pricing strategy
- 8) Select and evaluate a distribution strategy
- 9) Select and evaluate a promotion strategy

NOTE: In addition to the above objectives, the textbook begins each chapter with specific learning objectives. Students are encouraged to review those objectives before reading the chapter and again after reading the chapter. Classroom time is limited and will be used primarily to apply the marketing principles. It is therefore very important for students to attend class on a regular basis and to prepare the pre-class assignments.

**METHOD OF ASSESSMENT;**

A final grade will be derived from the results of two teacher-assigned tests and quizzes weighted as follows:

2 Tests	60%
Quizzes	40%
	100

The grading system will be used as follows

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

**Examinations:**

Students will be required to write both examinations during the course of the semester. The times and locations of the examination will be announced approximately one week in advance of each examination.

Students who miss an examination must provide a written and signed explanation of their absence. Legitimate explanations would include verifiable medical situations;- family bereavement, j^^Y duty, etc. For students who have not submitted an acceptable explanation, a supplemental examination mark will be reduced by 15%.

**Quizzes;**

There will be a number of unannounced quizzes during regular class time. The quizzes will be based on work from the student study guide. These quizzes will be designed to reward attendance, participation and preparation because the success of this course depends largely on student involvement. There will be no supplemental quizzes for any reason.

**Preparation and Participation;**

Students are expected to attend all classes^ to read the assigned material before class and to complete all assignments as required.

**METHOD OF INSTRUCTION;**

Classroom time in this course is extremely limited. Students must take special care to complete the readings and assignments before class. Classroom time will be devoted to the application rather than the explanation of text material.

**RESOURCE MATERIAL:**

**Required Text:** Canadian Marketing in Action, Keith J. Tuckwell,  
Prentice-Hall, 1991

**Required Study Guide:** Canadian Marketing in Action - Study Guide,  
Donaldson, Shaftoe and Zabelishensky;  
Prentice-Hall, 19 91

**Supplemental Text:** The Least You should Know About English - Basic  
Writing Skills, Teresa Ferstar Glazier

**TIME FRAME FOR COURSE MATERIAL:**

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught, but rather the major areas to be covered and are presented to indicate the overall general direction of the course.

**Note:** The following directions refer to the text material. Please complete all material for each chapter in the Study Guide. The Study Guide test questions are self check and will be used as the basis for quizzes. The other assignments will be reviewed in class.

WEEK	SUBJECT	REQUIRED RESOURCES
	Contemporary Marketing	TEST/STUDY GUIDE - Chapter 1 Questions 1,2,4,5,& 6 Case: Dow Chemical
	Marketing Environments	TEST/STUDY GUIDE - Chapter 2 Questions 1,2,4,5, & 9 Case; Imperial Tobacco
	Strategic Marketing Planning	TEST/STUDY GUIDE - Chapter 3 Questions 1,2,3,6, & 9
	Marketing Segmentation	TEST/STUDY GUIDE - Chapter 4 Questions 1,4,8,9, & 11 Case: Foster Grant Sunglasses
	Marketing Research	TEST/STUDY GUIDE - Chapter 5 Questions 1,5, & 9 Case: The Canadian Distilling Industry
	Consumer Buying Behaviour	TEST/STUDY GUIDE - Chapter 6 Questions 2,3,6,9, & 11
	Business-to-Business Marketing & Organizational Buying Behaviour	TEST/STUDY GUIDE - Chapter 7 Questions 2,3,4,7, & 10 Case: Canadian Produce Company
	Product Strategy	TEST/STUDY GUIDE - Chapter 8 Questions 1,4,7, & 13

<b>WEEK</b>	<b>SUBJECT</b>	<b><u>REQUIRED RESOURCES</u></b>
	Product Management	TEST/STUDY GUIDE - Chapter 9 Questions 2,3,6,7, & 9 Case: Porsche Case: Steel Desk Corporation
10	Price Strategy and Determination	TEST/STUDY GUIDE - Chapter 10 Questions 3,4,5,8, & 9
11	Price Management	TEST/STUDY GUIDE - Chapter 11 Questions 1,4,6 & 8 Case: Hightech Security Systems Limited
12	Distribution Planning and Physical Distribution	TEST/STUDY GUIDE - Chapter 12 Questions 1,6,7,8, & 12
13	Wholesaling and Retailing	TEST/STUDY GUIDE - Chapter 13 Questions 2,3,6,9,10, & 12 Case: Sears Canada Inc. Case: Canada's Franchised Fast Food Industry
14	Promotional Strategy I: Advertising and Public Relations	TEST/STUDY GUIDE - Chapter 14 Questions 1,2,5,6, & 11 Case: The Canadian Football League
15	Promotion Strategy II Sales Promotion, Personal Selling, Event Marketing and Sponsorship	TEST/STUDY GUIDE - Chapter 15 Questions 2,3,6,7, & 8