

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

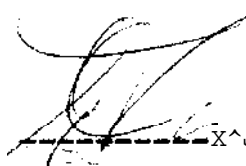
C O U R S E            O U T L I N E

Course Title                    INTRODUCTION TO MARKETING  
Code No.:-                      MKT 101-3  
P^ogram:-                        BUSINESS ADMINISTRATION - COMMON  
Semeste^:-                        ONE  
Date:-                            DECEMBER 27, 1985  
Author:-                         MR. J. LUCCHETTI

New

Revision

APPROVED



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Date: A C

## INTRODUCTION TO MARKETING

### GOALS

This introductory course is designed to give the student a basic understanding of the concepts and functions applicable to today's marketing environment. Whether we are professional marketers or consumers, studying marketing helps us to **behave more** intelligently in today's complex world.

If we are selling a car, looking for a job, raising money for charity, promoting a cause, etc. we are engaging in marketing.

We will be able to make better decisions if we know what the market is like, who is in the market, how it functions, etc.

### OBJECTIVES

1. To provide the student with the knowledge of the terms and tools of marketing and their application
2. To enable the student to define and segment markets.
3. To be able to assess the needs, wants and preferences of consumers in a target market.
4. To stress the importance of product pricing, research, advertising and promotion, and distribution functions of marketing.
5. To help students develop a broad range of skills needed for marketing.

### METHODS

-A variety of methods will be employed to cover the course content. These will include lecture, discussions, and study groups. Students will be required to read and understand the relevant chapters of the textbook and other readings as they are assigned.

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Students will be evaluated on the following basis:

Three tests	80%
Projects > assignments, any quizzes, and class participation	20%

Dates of tests will be announced approximately one week in advance. Any quiz which may be given may or may not be announced in advance.

If a student is not able to write a test because of illness or a legitimate emergency, that student fli^s^ contact the instructor Qrlor to the test and provide an explanation which is acceptable to the instructor. (Medical certificates or other appropriate proof may be required.) In all other \* cases, the student will receive a mark of zero for that test. IbS.C& Hiil h§, Q2 re-HciffS fii Sa^ semgstai;; tes^^,

*ILML SSaBE*

The final grade will be based on the following scale:-

85% and over	"A"
70% to 84%	"B-
55% to 69%	"C-
54% or less	"R"

Each student must meet the following requirements in order to complete this course successfully.

- i. Must complete, in a fashion acceptable to the instructor, all projects and other assignments.
2. Must write all three semester tests and successfully complete at least two of the three tests. This means a minimum mark of 55% on each ' \*r^ test.
3. Must have an overall mark of 55%. This mark includes all work in the semester.

Students who are not successful in achieving the minimum overall mark of 55% or any of the other requirements, may be allowed to write a supplemental test, in limited circumstances.

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A student with a final mark of 50H to 54% may apply to the instructor for permission to write a supplemental test which will be based on work **from** throughout the semegte^. The instructor may allow the student to write the supplemental test based on the student's attitude\* participation in class and provided that the student has attempted aii Sgmgstgx: tgsis^ feas sasBisiegl §li EE0LSSiS as3 SsglgQISSEits §§ regnirgd arjd has given some indication of fioisQlisl §HQQess 2Q 3 siiGBlgignfgl tegt^

It is the responsibility of any student in this category to apply to write the supplemental test immediately when the final grades are posted.

A final grade of C" will be assigned to any student who successfully completes the supplemental test.

In all other instances\* students with a final grade of less than 55% or who have failed to meet the other requirements will have to repeat the course.

#### BSSQUBCE MATERIAL

Principal Text:

HaL!<fiiB9 Essentials\* Canadian Edition, Kotler\* McDougall; Prentice Hall, 1985

Support Material

Beckman> Boone\* Kurtz; Holt\* Rinehart & Winston\* 1983.

Current newspapers and periodicals.

## INTRODUCTION TO MARKETING

### WEEKLY SCHEDULE

Subject to change, the following is a proposed weekly 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.

WEEK	SUBJECT	REQUIRED READINGS
1	Social Foundations of Marketing: Meeting Human Needs	Chapter
2	The Marketing Management Process	Chapter
3	Marketing Research & Information Systems	Chapter
4	The Marketing Environment	Chapter
5	Consumer Markets & Consumer Buyer Behaviour	Chapter 5
	Market Segmentation, Targeting and Positioning	Chapter 7
	Designing Products: Products, Brands, Packaging & Services	Chapter 8
	New-Product Development and Product Life-Cycle Strategies	Chapter 9
	Pricing Product: Pricing Objectives and Policies	Chapter 10
	Pricing Strategies	Chapter 11
10	Placing Products: Distribution Channels & Physical Distribution	Chapter 12
11	Retailing and Wholesaling	Chapter 13
12	Promoting Products: Communication and Promotion Strategy	Chapter 14
13	Advertising, Sales Promotion and Publicity	Chapter 15
14	Personal Selling and Sales Management	Chapter 16
15	Final Test	

NOTE

Additional readings will be assigned as the course progresses\*

THIS SCHEDULE IS SUBJECT TO CHANGE\*