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

COURSE OUTLINE

COURSE TITLE INTRODUCTION TO MARKETING
CODE NO, : MKTIOI **SEMESTER** ONE
PROGRAM: BUSINESS/ADVERTISING ART
AUTHOR: J.N. BOUSHEAR
DATE; SEPTEMBER, 1994
PREVIOUS OUTLINE DATED: SEPTEMBER, 1993

New Revision:

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

INTRODUCTION TO MARKETING

MKTIOI

COURSE NAME

COURSE CODE

TOTAL CREDITS: 3

I. PHILOSOPHY/GOALS:

This introductory course will provide the participant with a basic understanding of the concepts and functions of marketing in today's environment. The students will be introduced to the skills necessary to begin a career in business.

The acquisition of knowledge, the development of skills, and the positive attitude one must carry with him/her to be successful in business today will be demonstrated in the study of real life problems and case studies.

II. STUDENT PERFORMANCE OBJECTIVES

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

1. Discuss the nature, importance and evolution of contemporary marketing.
2. Demonstrate how a company's marketing activity is influenced largely by external, uncontrollable, environmental forces.
3. Demonstrate how to segment a market, target a desirable segment, and position a product appropriately.
4. Relate the role and nature of market research to marketing, planning, and forecasting.
5. Assess the behaviour of individuals in obtaining goods and services including the decision making process.
6. Recognize the importance and relationships of the marketing mix variables (4 Ps).
7. Demonstrate the concepts associated with product and service planning.
8. Explain the factors and strategies influencing price in the overall marketing strategy.

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9. Identify the roles and functions of a channel intermediaries.
10. Demonstrate a basic understanding of the role, process of the elements in the promotional mix.
11. Demonstrate both problem solving and decision making skills in a marketing environment.

III. METHOD OF INSTRUCTION:

Presentation of course material will be primarily through lecture, discussions, and case studies. Try not to take copious notes during class and miss key points being discussed. Get into the habit of making point form notes and filling in later.

Small study groups may be formed within the class. This will give you experience in a real business type approach to problem-solving.

A final grade will be derived from the following:

Test #1	25%
Test #2	25%
Test #3	25%
Assignment #1	5%
Assignment #2	10%
Assignment #3	10%
	100%

TESTS:

The dates of tests will be announced approximately one week in advance. If a student is not able to write a test because of illness or a legitimate emergency, that student, or a representative of the student, must contact the professor before the test and provide an acceptable explanation. For students who have not contacted the instructor prior to the test time, they will be required to submit a written explanation of their absence as soon as possible after the return to school. If the explanation is not deemed acceptable or is not timely, a supplemental examination mark will be reduced by 15%. If no explanation is provided, a grade of zero will be recorded. Tests will be both objective and essay in format.

Tests will be returned to students during normal class times. Students not present must pick these up at the professor's office within three weeks after distribution. Work not picked up will be discarded.

Assignments:

Assignments must be submitted on the date due. Late assignments will be down graded 1 mark for each day it is late. DO NOT USE A COVER. If more than one page is submitted, use a single staple in the upper left side.

Grading System

A+	90-100%
A	80- 89%
B	70- 79%
C	60- 59%
R	Repeat

IV. LEARNING ACTIVITIES;

1.0 CONTEMPORARY KARKETING

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

- 1.1 Define marketing and describe its role and importance in contemporary organizations
- 1.2 Describe how marketing has evolved to become a driving force of business growth
- 1.3 Define utility and describe five types of utilities
- 1.4 Explain the activities that embrace contemporary marketing practice
- 1.5 Describe the management of the marketing function
- 1.6 Explain the concept of relationship marketing
- 1.7 Describe the major trends and issues confronting the practice of marketing
- 1.8 Identify the scope of contemporary marketing

Required Resources;

Text/Study Guide - Chapter 1

Review Questions - 1,2,4,5, & 6, text page 28

2.0 MARKETING ENVIRONMENTS

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

- 2.1 Describe the role and nature of the controllable variables in the marketing decision making process
- 2.2 Explain the concept of the marketing mix
- 2.3 Illustrate the role that marketing environment has on the consumer market place and marketing mix strategies

Required Resources

Text/Study Guide - Chapter 2

Review Questions - 1,2,4,5, & 9 - text page 56

3,0 MARKET SEGMENTATION

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

- 3.1 Define a market and distinguish between consumer goods markets, industrial goods markets, and business goods markets

- 3.2 Describe the process used and the information needed to identify and select target markets
- 3.3 Define market segmentation and explain the influence of this concept on marketing activity
- 3.4 Describe the various types of segmentation strategies commonly used in contemporary marketing practice
- 3.5 Explain the concept of positioning and its role in contemporary marketing practice

Required Resources

Text/Study Guide - Chapter 4

Review Questions - 1,4,8,9, & 11, text page 127

4.0 MARKETING RESEARCH

Upon successful completion of this unit, the student will be able to

- 4.1 Define the role and scope of marketing research in contemporary marketing organizations
- 4.2 Identify the basic types of research used today
- 4.3 Outline the basic stages in the marketing research process
- 4.4 Describe the methodologies for collecting primary research data
- 4.5 Explain what uses are made of secondary and primary research data in researching marketing problems
- 4.6 Explain the role and nature of management information systems, test marketing, and sales forecasting in marketing practice

Required Resources

Text/Study Guide - Chapter 5

Review Questions - 1,5, & 9, text page 162

5.0 CONSUMER BUYER BEHAVIOUR

Upon successful completion of this unit, the student will be able to

- 5.1 Describe the behavioural influences on consumer life styles
- 5.2 Explain the role and importance of consumer behaviour with respect to marketing organizations
- 5.3 Outline the various behavioural influences that affect consumer purchase decisions
- 5.4 Describe the steps in the consumer purchase decision process

Required Resources

Text/Study Guide - Chapter 6

Review Questions - 2,3,6,9, & 11, text page 197

6.0 PRODUCT AND SERVICE PLANNING AND MANAGEMENT

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

- 6.1 Define the total product concept and explain the concepts of the product mix
- 6.2 Outline the classifications and subclassifications of products
- 6.3 Distinguish between consumer goods and industrial (business) goods
- 6.4 Describe the categories of consumer goods
- 6.5 Explain the role of branding and packaging decisions in the development of product strategy
- 6.6 Characterize the various stages of brand loyalty
- 6.7 Explain the impact the product life cycle has on the development of marketing strategies at each stage of the cycle

Required Resources

Text/Study Guide - Parts of chapters 8 & 9
Text pages 239 - 246
 250 - 269
 285 - 295
Questions text page 276 - numbers 4
 text page 310 - number 1

7.0 PRICE STRATEGY, DETERMINATION AND MANAGEMENT

Upon successful completion of this unit, the student will be able to

- 7.1 Explain the importance of price in marketing strategy
- 7.2 Discuss how price elasticity of demand affects pricing strategy
- 7.3 Describe the influence that various external and internal forces have on pricing strategy
- 7.4 Differentiate among profit, sales, and competitive pricing objectives
- 7.5 Describe the various pricing policies practised by Canadian marketing organizations
- 7,5 Outline the various discounts and allowances offered to customers by marketing organizations
- 7.7 Characterize the alternative pricing strategies used in the course of the product life cycle

Required Resources

Text/Study Guide - parts of chapters 9 & 10
Text pages - 313-314
 318-339
 343-358

8.0 DISTRIBUTION PLANNING

Upon successful completion of this unit, the student will be able to

- 8.1 Define and describe the role of distribution intermediaries
- 8.2 Identify the functions of intermediaries

Required Resources

Text/Study Guide - part of chapter 12
Text pages 367-370

9.0 PROMOTION PLANNING

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

- 9.1 Describe the marketing communications process and the role of the promotion mix in that process
- 9.2 Describe the objectives of the promotion mix
- 9.3 Explain the steps of promotion planning and promotion strategic development
- 9.4 Describe the factors that affect promotion budgets and the budget methods
- 9.5 Explain the role of advertising in influencing behaviour through the Dagmar model

Required Resources

Text/Study Guide - part of chapter 14
Text pages 435-443

V. REQUIRED STUDENT RESOURCES;

Text - Canadian Marketing in Action, 2nd edition, by Keith J. Tuckwell, Prentice-Hall, 1994

Student Study Guide (recommended)

1" 3-ring binder or duotang for course notes and handouts

VI. ADDITIONAL RESOURCE MATERIAL:

Available in the College Library and through the professor - a wide variety of marketing and advertising texts, periodicals. Advertising Age, Marketing, Business Week, etc.

VII. SPECIAL NOTES:

Students with special needs (physical limitations, visual impairments, learning impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the professor.

The professor reserves the right to modify the course as he deems necessary to meet the needs of the students.