

**Course Outline**  
**Market Planning Fundamentals**  
**MKTG 4340**  
**September 1997**

Hours Per Week: 3      Number of Weeks: 12      Total Hours: 36

Instructor: Rick Kroetsch  
 Office: IBM Building (SE 6) 308  
 Telephone: 451-6766

Office Hours: by appointment

Prerequisites: MKTG 2202 & MKTG 2341

### **Course Objectives**

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After successfully completing this course, the student will be able to:

- demonstrate a sound understanding of the marketing mix components and be able to apply these in the market planning process
- develop an overall marketing plan including development of a forecast and budget over a specific period from analysis of market potential to a sales forecast
- compose and present a marketing plan in a professional manner
- make market planning decisions

### **Evaluation**

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Marketing Plan Document	40%
Marketing Plan Presentation	10%
Lab Exercises, Cases	5%
Participation	5%
Exam	<u>40%</u>
	100%

### **Text**

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There is no text for this course. Students are responsible for being present at all classes. Cases will be handed out during class only; if you miss the handout, you are responsible for arranging with classmates to copy their material.

**Notes and handouts will not be couriered, faxed, delivered, dropped off, or EMAILED by the instructor to students under any circumstances.**

## Schedule

Session	Material Covered	Case (subject to change without notice)
<u>Sept 10</u>	Introduction Executive Summary	<i>Parker's Mattress</i> <i>Bollum's Books</i>
<u>Sept 17</u>	Past Business Strategy Marketing Objectives  <i>Hand in topic and group member list for marketing plan project</i>	<i>West Jet Airlines</i>
<u>Sept 24</u>	Target Market Profile 1: Market Profile  <i>Last chance to hand in topic and group for marketing plan project</i>	<i>Sears</i>
<u>Oct 1</u>	Target Market Profile 2: Market Research	<i>Video Vision</i>
<u>Oct 8</u>	Business Environment Competitive Analysis Marketing Strategy 1: Positioning	<i>General Motors</i>
<u>Oct 15</u>	Marketing Strategy 2: Promotion Competitive Response	<i>Pelmorex Radio</i>
<u>Oct 22</u>	Marketing Strategy 3: Sales Plan and Forecasting	<i>Owens Corning</i>
<u>Oct 29</u>	Marketing Strategy 4: Relationship and Database Marketing	<i>Auto Nation</i>
<u>Nov 5</u>	Financial Projections 1: Projections	Group Mktg. Plan Work Period
<u>Nov 12</u>	Financial Projections 2: Marketing Budget	Group Mktg. Plan Work Period
<u>Nov 19</u>	Class Presentations	Marketing Plan Due
<u>Nov 26</u>	Exam (two hours)	Marketing Plan returned