

**COURSE OUTLINE**COURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE SEPTEMBER 1998Prepared by Morie Shacker Taught to Part Time StudiesSchool Business Date Prepared SEPTEMBER 1998Term ALL Hrs/Wk 6 Credits 3No. of Weeks 6 Total Hours 36**PREREQUISITES**NONE**COURSE OBJECTIVES**

An introductory course designed to provide the student with an overview of the marketing concept and how it can be applied to any type of organization or service.

Material covered includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, marketing segmentation and target market selection.

**COURSE OUTCOMES**

1. Apply the marketing concept and the components of the marketing mix in evaluating a marketing plan.
2. Recognize the non-controllable elements of the marketing environment and how they impact upon the marketing program.
3. Explain the need for overall strategic business planning.
4. Prepare the components of a basic marketing plan.
5. Investigate marketing research:
  - a. Describe how marketing research information aids in decision making and risk reduction.
  - b. Demonstrate a familiarity with secondary resources used in marketing decision.
  - c. Explain how to use research methods in developing marketing strategies.

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## **COURSE OUTCOMES (cont'd)**

6. Explain the consumer buying process and the multiple influences on consumer buying behaviour.
7. Use a step by step analysis to identify target markets through marketing segmentation.
8. Explain key product concepts: product differentiation, positioning, branding, and the new product development process.
9. Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, publicity.
10. Explain different pricing methods and factors that can be used to set prices.
11. Choose the most effective distribution channel for moving a product through the distribution system.

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## **EVALUATION**

Final Examination	30 %
Quizzes (2)	40 % (20% ea)
Attendance & Participation	10 %
Class Assignments	<u>20 %</u>
	100 %

The marks for projects, attendance and participation are at the discretion of the individual instructor. The nature of the assignments and breakdown of marks will be provided by the instructor at the beginning of the first session.

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## **REQUIRED TEXT(S) AND MATERIALS**

**FOUNDATIONS OF MARKETING** - by Beckman, Kurtz & Boone (6th Canadian Edition)

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## **REFERENCE TEXTS & RECOMMENDED EQUIPMENT**

Essentials of Marketing - McCarthy, Shapiro & Perreault - Irwin Publishers  
Canadian Marketing in Action - Tuckwell - Prentice Hall  
Fundamentals of Marketing - Beckman, Kurtz, Boone - Holt Reinhart & Winston  
Marketing - Kotler, MacDougall & Armstrong - Prentice Hall  
Canadian Marketing Cases & Exercises - McGraw-Hill Ryerson

# COURSE OUTLINE - MKTG 1102

(continued)

SESSIONS	MATERIAL COVERED	READING
#1. a.m.	The Nature of Marketing	1
	The Environment for Marketing Decisions	2
#1. p.m.	Market Segmentation	3
	The Market Segmentation Process	4
#2 a.m.	Obtaining Data for Marketing Decision	5
#2. p.m.	Consumer Behaviour	7
	Industrial Buying Behaviour	8
#3. a.m.	Quiz #1	
	Product Strategy	9
#3. p.m.	Product Management	10
	Services	11
#4. a.m.	Price Determination	12
	Managing the Pricing Function`	13
#4. p.m.	Channel and Distribution Strategy	14
	Wholesaling / Retailing	15
#5. a.m.	Quiz #2	
	Retailing	16
#5. p.m.	Marketing Communicaitons Strategy	17
	Marketing Communicaitons - Advertising, Publicity	18
	Sales Promotion, Public Relations	
#6. a.m.	Marketing Communications - Personnel Selling,	18 con't
	Direct Marketing	
	Marketing Planning	6
#6. p.m.	<b>FINAL EXAM</b>	

Chapters 19, 20 & 21 will not be covered in the course but students will be expected to read them on their own.