

**COURSE OUTLINE**

COURSE NAME ESSENTIALS OF MARKETING

COURSE NUMBER MKTG 1102 DATE JUNE 1997

Prepared by Morie Shacker Taught to Part Time Studies

School Business Date Prepared MAY 1997

Term ALL Hrs/Wk 36 Credits 3

No. of Weeks 1 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.
-

---

## **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.
- 

## **EVALUATION**

Final Examination	45 %
Quizzes (2) 15 ea	30 %
Other (1) attendance and participation	5 %
(2) 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.

---

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

**Marketing** - by Moriarity, Keegan, Duncan & Paliwoda (Canadian Edition)  
Prentice Hall

Optional - Study Guide

---

## **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
MON AM	Marketing in a global society Marketing and the organization External Marketing Environment	Chapter 1 Chapter 2 Chapter 3
MON PM	Marketing Information	Chapter 5
TUE AM	Consumer Behaviour Organizational Behaviour Segmentation	Chapter 6 Chapter 7 Chapter 8
TUE PM	Branding Positioning	Chapter 9 Chapter 10
WED AM	Product <ul style="list-style-type: none"><li>- goods</li><li>- services</li><li>- new</li></ul>	Chapter 11 Chapter 12 Chapter 13
WED PM	Distribution <ul style="list-style-type: none"><li>- Channels and physical distribution</li><li>- Wholesaling and Retailing</li></ul>	Chapter 14 Chapter 15
THU AM	Pricing <ul style="list-style-type: none"><li>- Basics</li><li>- Objectives and strategies</li></ul>	Chapter 16 Chapter 17
THU PM	Marketing Communication Strategy <ul style="list-style-type: none"><li>- Advertising</li><li>- Public Relations, Sales Promotion</li></ul>	Chapter 18 Chapter 19
FRI AM	Direct Marketing Personal Selling Planning Review	Chapter 20 Chapter 21
FRI PM	<b>FINAL EXAM</b>	