

COURSE OUTLINE

COURSE NAME: ESSENTIALS OF MARKETING

COURSE NUMBER: MKTG 1102 **DATE:** JANUARY 1996

Prepared by: School of Business **Taught to:** Part Time Studies

Date Prepared: September 1995

Term: ALL **Hrs/Wk:** 3 **Credits:** 3.0

No. of Weeks: 12 **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	<u>20</u> %
Quizzes (2)	<u>50</u> %
Attendance & Participation	<u>10</u> %
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 EQUIPMENT

FUNDAMENTALS OF MARKETING - 7th Edition
Sommers, Barnes & Stanton - McGraw-Hill Ryerson

Optional: Student Study Guide

REFERENCE TEXTS AND 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

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SESSIONS	** MATERIAL COVERED	REFERENCE
1	Marketing & its Environment Field of Marketing Marketing Environment Strategic Marketing Planning	Chapter 1 Chapter 2 Chapter 3
2, 3 & 4	Target Markets Foundations for Segmentation Segmentation, Positioning, Forecasting Social & Psychological Influences The Business Market Marketing Research	Chapter 4 Chapter 5 Chapter 6 Chapter 7 Chapter 8
5, 6 & 7	Products & Services Product Planning and Development Product Mix Strategies Brands, Packaging & Other Features Services	Chapter 9 Chapter 10 Chapter 11 Chapter 12
8	Price Price Determination Pricing Strategies & Policy	Chapter 13 Chapter 14
9	Distribution Channels of Distribution Wholesaling	Chapter 15 Chapter 16
10	Distribution cont'd Retailing Promotion The Promotion Program	Chapter 17 Chapter 18
11	Promotion Personal Selling Advertising, Sales Promotion & Public Relations Review	Chapter 19 Chapter 20
12	FINAL EXAM	

** Chapters 21, 22, 23 & 24 may be covered at the discretion of the instructor.