

**COURSE OUTLINE**

COURSE NAME ESSENTIALS OF MARKETING

COURSE NUMBER MKTG 1102 DATE JANUARY 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared DECEMBER 1994 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

---

**PREREQUISITES**

NONE

---

**COURSE GOAL(S)**

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 behavior.
  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	<u>35</u>	%
Mid Term	<u>30</u>	%
Class Assignments	<u>25</u>	%
Other (1) attendance and participation	<u>10</u>	%

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 - Sommers, Barnes, Stanton & Fotrell  
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

---

**COURSE OUTLINE - MKTG 1102**  
(continued)

Session Number	** Material Covered	Reference
1	The Field of Marketing The Marketing Environment	Chapters 1 & 2
2	Strategic Marketing Planning	Chapter 3
3	Market Segmentation	Chapters 4 & 5
4	Understanding Buyers	Chapter 6
5	Marketing Research	Chapter 7
6	<b>MID TERM EXAM</b>	
7	Product Strategies	Chapters 8-9-10
8	Pricing Strategies	Chapters 12 & 13
9	Distribution Strategies	Chapters 14-16
10	Promotion Strategies	Chapters 17 & 19
11	Review	
12	<b>FINAL EXAM</b>	

\* Chapters 18-20-21 & 22 will not be covered in this course.

\*\* This coverage may vary by session depending on the individual instructor teaching the course. If there are to be changes, the instructor will advise you in session 2.