

**COURSE OUTLINE**COURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE JULY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared JULY 1994 Option Term ALL Hrs/Wk 35 Credits 3No. of Weeks 1 Total Hours 35Instructor(s) BILL MOORE Office 926-1542 Local **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 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	<u>30</u>	%
Mid Term	<u>30</u>	%
Class Assignments	<u>30</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 - SIXTH CDN. EDN., 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  
Foundations 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
MONDAY	The Field of Marketing The Marketing Environment	Chapters 1 & 2
	Strategic Marketing Planning	Chapter 3
TUESDAY	Foundations for Market Segmentation, Positioning and Forecasting	Chapters 4 & 5
	Marketing Information Systems and Marketing Research	Chapter 7
	Product Planning and Product Mix Strategies	Chapters 8 & 9
WEDNESDAY	MID TERM EXAM	
	Brands, Packaging and other Product Features Marketing and Delivery of Services	Chapters 10 & 11
THURSDAY	Price Determination and Pricing Strategies	Chapters 12 & 13
	Channels of Distribution Retailing	Chapters 14 & 16
FRIDAY	The Promotional Program Management of Advertising, Sales Promotion, Public Relations and Publicity	Chapters 17 Chapter 19
	FINAL EXAM	

\* Chapters 6,15,18,20-21 & 22 will not be covered in this course.