

COURSE OUTLINECOURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE APRIL 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program _____Date Prepared APRIL 1994 Option _____Term ALL Hrs/Wk 6 Credits 3No. of Weeks 6 Total Hours 36Instructor(s) MORIE SHACKER Office 432-8572 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>35</u>	%
Mid Term	<u>35</u>	%
Class Assignments	<u>20</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)

Week Number	Material Covered	Reference
1	The Field of Marketing The Marketing Environment	Chapters 1 & 2
	Strategic Marketing Planning	Chapter 3
2	Foundations for Market Segmentation, Positioning and Forecasting	Chapters 4 & 5
	Buyer Behaviour	Chapter 6
3	Marketing Information Systems and Marketing Research	Chapter 7
	MID TERM EXAM	
4	Product Planning and Product Mix	Chapters 8 & 9
	Brands, Packaging and other Product Features	Chapters 10 & 11
	Marketing and Delivery of Services	
5	Price Determination & Strategies	Chapters 12 & 13
	Channels of Distribution	Chapters 14, 15 & 16
	Wholesaling Retailing	
6	The Promotional Program Management of Advertising, Sales Promotion, Public Relations and Publicity	Chapter 17 Chapter 19
	FINAL EXAM	

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