

COURSE OUTLINECOURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE SEPTEMBER 1993Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program 6-Day IntensiveDate Prepared JULY 1993 Option _____Term ALL Hrs/Wk 36 Credits 3No. of Weeks 6 Total Hours 36Instructor(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.
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EVALUATION

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|--|---------------|---|
| Final Examination | <u>30</u> | % |
| Mid Term | <u>35</u> | % |
| Class Assignments | <u>30</u> | % |
| Other (1) attendance and participation | <u> </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 |
|----------------|--|--------------------------------|
| 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 |
| | Product Planning and Product Mix Strategies | Chapters 8 & 9 |
| | MID TERM EXAM | |
| 4 | Brands, Packaging and other Product Features Marketing and Delivery of Services | Chapters 10 & 11 |
| | Price Determination | Chapters 12 |
| 5 | Pricing Strategies Channels of Distribution Wholesaling | Chapter 13 Chapters 14 & 15 |
| | Retailing | Chapter 16 |
| 6 | The Promotional Program Management of Personal Selling | Chapters 17 & 18 |
| | Management of Advertising, Sales Promotion, Public Relations and Publicity | Chapter 19 |
| | FINAL EXAM | |

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