

**COURSE OUTLINE**COURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE AUGUST 1993Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared JULY 1993 Option Term ALL Hrs/Wk 35 Credits 3No. of Weeks 1 Total Hours 35

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**PREREQUISITES**

NONE

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**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.
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## 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.
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## EVALUATION

Final Examination	<u>30</u>	%
Mid Term	<u>25</u>	%
Class Assignments	<u>30</u>	%
Other (1) attendance and	<u>10</u>	%
(2) participation	<u>      </u>	%
(3)	<u>      </u>	%

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## REQUIRED TEXT(S) AND EQUIPMENT

Canadian Marketing in Action, by Keith J. Tuckwell. Prentice Hall Publishers

### Optional

Student Study Guide

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## REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Essentials of Marketing - McCarthy, Shapiro & Perreault - Irwin Publishers

Fundamentals of Marketing - Sommers, Barnes, Stanton & Fotrell -

McGraw Hill Ryerson Ltd.

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

Session Number		Material Covered	Reference
Mon	AM	The Marketing Concept The Marketing Environment Strategic Marketing Planning	Chapt. 1 Chapt. 2 Chapt. 3
	PM	Market Segmentation Exercise #1 - 10%	Chapt. 4
Tue	AM	Market Research Consumer Behavior	Chapt. 5 Chapt. 6
	PM	Product Strategy Exercise #2 - 5%	Chapt. 8
Wed	AM	Mid Term - 25% Product Management Exercise #3 - 5%	Chapt. 9
	PM	Price Strategy Price Management	Chapt. 10 Chapt. 11
Thu	AM	Distribution Wholesaling	Chapt. 12 Chapt. 13
	PM	Retailing Exercise #4 - 10%	Chapt. 13 (cont'd)
Fri	AM	Promotion	Chapt. 14 & 15
	PM	FINAL EXAM	

\* Chapters 7 & 18 will not be covered in this course, however, references may be made to the material by your Instructor. We do have specific courses where this material is covered in detail.