



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2019

MK 3960 A2– INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS

Instructor Bill Corcoran

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Office Hours Make an appointment

Prerequisite:

MA1130, EC1010, and EC1020 or the consent of the instructor

Required Text/Resource Materials:

- Tuckwell and Jaffey. (2019). *Think Marketing* (3rd ed). Pearson Canada Inc.
(Note: This is an e-text with an online subscription to the MyLab Marketing site.)
- MK 3960 GPRC Moodle Site – access through www.gprc.ab.ca

Description:

This course explores all aspects of marketing, with a particular emphasis on the consumer, the “people” component of the definition.

Credit/Contact Hours:

3(3-0-0) 45 hours

Transfer Information:

MK 3960 transfers as the follows:

[Athabasca University: MKTG 396 \(3\)](#)

[Concordia University of Edmonton: MARK 201 \(3\)](#)

[King's University: BUSI 369 \(3\)](#)

[SAIT MKTG 260 \(3\)](#)

[University of Alberta: MARK 301 \(3\) OR AUMGT 330\(3\)](#)

[University of Calgary: MKTG 341 \(3\)](#)

[University of Lethbridge: MGT 2020 \(3\)](#)

[University of Regina: BUS 210 and ADMN 210](#)

(Information retrieved from www.transferalberta.alberta.ca on August 16, 2019)

Please note: Many universities will not accept courses for transfer with grades of D or D+. Also note, other institutions not listed may accept this course for transfer. Contact the receiving institution for details.



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Delivery Mods:

Classroom-based supplemented with online components.

Course Objective:

In this course, students will gain an understanding of the classic marketing model of Segmenting, Targeting, and Positioning through the effective use of Marketing Information and application of the Four Ps (Product, Price, Promotion, and Place).

Course Outcomes:

By the end of the course, students should be able to

- Understand and effectively apply the classic 4Ps model of marketing to real marketing situations.
- Understand and effectively apply common marketing models and concepts (e.g. Product Life Cycle, Consumer Decision Making Process, etc.) to real world situations.
- Recognize, define, and correctly use basic marketing terminology.
- Understand and apply the classic business planning concepts (Objectives, Strategy, Tactics, Execution, and Evaluation) to real world situations.
- Appreciate the importance of measuring and monitoring customer needs – information driven decision - while also taking into account creativity and innovative thinking in making marketing decisions.
- Explain how marketing fits into the bigger picture of making good business decisions
- Explain how marketing concepts can be used beyond the commercial sector.
- Compose a basic SWOT analysis for a given or real world situation.

Grading Criteria:

Basics Test	10%
Mid Term Exam -	25%
Assignments - (3 @10% each)	30%
Final Exam –	35%

Grades will be assigned based on the following chart:

Business and Office Administration Department



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Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C ⁻	1.7	60 – 63	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

The Details

Basics Test

In the fourth class, you will complete a short quiz (multiple choice + word bank) on the material we will have covered in the first two classes. This assessment is worth 10% of your course grade.

Assignments

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Three assignments will measure your ability to apply marketing concepts to real-life marketing situations. Each is worth 10% of your final grade.

Mid Term and Final Exams

The mid Term exam will cover the topics addressed in Chapters 1 to 5 and Chapter 7 in your text book. The format will include multiple choice, word bank, and short answer questions. The mid-term is worth 25% of your final grade.

The final exam will cover material from the entire course. Half of the exam will be a case study question. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The final exam is worth 35% of your course grade.

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Class Schedule

Week	Text/Read	Topic	Test/Due By
0	Moodle - Course Information/Course Outline/ <i>The Big Picture PPT</i>	Course Outline + The Basics	
1	Moodle – Ch. 1 Text – Ch. 1	Contemporary Mktg	
2	Moodle – Various resources + Ch. 2 Notes Text – Ch. 2	Marketing Environment, SWOT Analysis	Basics Quiz – Sep 16
3	Moodle – Various resources + Ch. 3 Notes Text – Ch. 3	Marketing Strategy	
4	Moodle – Various resources + Ch. 4 notes Text – Ch. 4	Marketing Intelligence	Assignment 1 - Oct. 4
5	Moodle – Various resources + Ch.5 Notes Text – Ch. 5	Consumer Behavior	
6	Moodle – Various resources + Ch.7 Notes, Text – Ch. 7	Segmenting, Targeting, Positioning	
7	Moodle – Various resources + Ch.8 Notes, Text – Ch. 8	Midterm Test + Product	Midterm – Oct. 25
8	Moodle – Various resources + Ch.9 Notes Text – Ch.9	Product + Product Strategy	
9	Moodle – Various resources + Ch.12 notes Text – Ch. 12	Place (Distribution) + FALL BREAK (Friday)	Assignment 2 – November 4
10	Moodle – Various resources + Ch. 6 Notes Text – Ch. 6	FALL BREAK (Monday) + B2B	
11	Moodle – Various resources + Ch.11 and Ch. 14 Notes Text – Ch. 11 and Ch.14	Pricing + IMC – Part 1	
12	Moodle – Various resources + Ch.15 Notes Text – Ch.15	IMC Part 1 and Part 2	Assignment 3– November 25
13	Moodle – Various resources + Ch.15 Notes	IMC – Part 2	
14	Catch up and Review		
15		Final Exam	Final Exam on or before Dec. 20

August 16, 2019