



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2020

MK 3960 A2– INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS 15 WEEKS

Instructor Richard Beeson

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Office Hours TR 13:00 – 14:30; or Make an appointment

Prerequisite:

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

Required Text/Resource Materials:

- Crane, Kerin, Hartley, Rudelius. Marketing, 10th Canadian Edition. USA: McGraw-Hill
- Ryerson Limited (2017).
- Using the etext with McGraw Hill connect
- MK 3960 GPRC D2L 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 \(3\)](#)



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[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.

FALL 2020 DELIVERY

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. **Students must have a computer with a webcam and reliable internet connection.** Technological support is available through helpdesk@gprc.ab.ca.

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.



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- 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:

1. Exam I	15%
2. Case Analysis # 1&2 - (Group)	
- Written & Presentation	15%
3. Exam II	15%
4. Class Participation	10%
5. Exam III	15%
6. Cumulative Exam	30%

Grades will be assigned based on the following chart:

Business and Office Administration Department

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	



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D+	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

The Details

Case Analysis

The assignment will consist of two typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 15 minute long presentations. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook. Solutions and recommendations are to conclude the analysis. Presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation. The paper will be graded in the event of presentation failure.

Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a hand-in analysis (typed, 8-page maximum double-spaced) of a specified case.

Mid Term and Final Exams

Tri Term exams will cover the topics addressed in fixed chapter ranges in your text book. The format will include multiple choice, word bank, and short answer questions. Each mid-term is worth 15% of your final grade.

The final exam will cover material from the entire course. It will include a variety of question formats (i.e. multiple choice, short and long answer, etc. The final exam is worth 30% of your course grade.



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COURSE SCHEDULE/TENTATIVE TIMELINE:

Fall 2020

(*May be revised as required)

Date	Week	Topics	Reading
INITIATING THE MARKETING PROCESS			
Sept. 03	1	Course Introduction	
Sept. 08	2	Customer Value, Relationships & Experiences	Ch. 1
Sept. 10	2	Developing Successful Marketing Strategies	Ch. 2
Sept. 15	3	Scanning the Marketing Environment	Ch. 3
Sept. 17	3	Ethics and Social Responsibility for Sustainable Marketing.	Ch. 4

UNDERSTANDING BUYERS AND MARKETS

Sept. 22	4	Consumer Behaviour	Ch. 5
Sept. 24	4	Understanding Organizations as Buyers	Ch. 6
Sept. 29	5	Reaching Global Markets	Ch. 7
Oct. 01	5	Exam Chapters 1-7	
Oct. 06	6	Marketing Research: From Information to Action	Ch. 8

TARGETING MARKETING OPPORTUNITIES

Oct. 08	6	Market Segmentation, Targeting and Positioning	Ch. 9
Oct. 12	7	Thanksgiving	
Oct. 13-16	7	Fall Break	
Oct. 20	8	Developing New Products and Services	Ch. 10

SATISFYING MARKETING OPPORTUNITIES

Oct. 23	8	Managing Products and Brands	Ch. 11
Oct. 27	9	Managing Services	Ch. 12
Oct. 29	9	Pricing Products and Services	Ch. 13
Nov. 03	10	Managing Marketing Channels and Supply Chains	Ch. 14
Nov. 05	10	Exam Chapters 8-14	
Nov. 10	11	Retailing	Ch. 15
Nov. 11	11	Remembrance Day	
Nov. 17	12	Integrated Marketing Communications and Direct Marketing	Ch. 16
Nov. 19	12	Advertising, Sales Promotion, and Public Relations	Ch. 17
Nov. 24	13	Personal Selling and Sales Management	Ch. 18
Nov. 26	13	Pulling It All Together: The Strategic Marketing Process	Ch. 19



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Dec. 01	14	Using Social Media to Connect with Consumers	Ch. 20
Dec. 03	14	Exam Chapters 15-20	
Dec. 08	15	Advertising & Last day of classes	
Dec. 09		Last day of classes	
Dec. 19		Last day of Final Exams	

August 19, 2020