

GRANDE PRAIRIE REGIONAL COLLEGE
ARTS, COMMERCE & EDUCATION

SEP. 19 2002

COURSE OUTLINE
MK3960 (MARKETING PRINCIPLES) UT3(3-0-0)
FALL 2002

INSTRUCTOR: Richard Beeson, B.Sc., M.B.A.
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OFFICE: C306
OFFICE HOURS: 13:00 to 14:20 MW or by appointment
CLASS TIME: 10:00 - 11:20 A.M. TR
PRE-REQUISITES: None
TEXT: Berkowitz, Crane, Kerin, Hartley, Rudelius, Marketing ,4th
Canadian Edition. USA: McGraw-Hill Ryerson Limited (2000).

COURSE DESCRIPTION

This introductory course explores what is involved in the practice and management of marketing.

COURSE FORMAT

MK 3960 consists of three hours of instruction weekly. The instructional approaches used will include lectures, case studies, videos, student presentations, and class discussions. To facilitate such discussions, students are expected to have completed assigned readings before class. The selected cases are studies of marketing decision-making situations. Readings address the basic concepts of the marketing process while the cases provide students with the opportunity to see how these concepts relate to actual organizational challenges. Students are expected to incorporate issues addressed in the readings to case analysis.

COURSE OBJECTIVES

1. To familiarize students with:
 - a. contemporary marketing, its processes and practices;
 - b. the marketing planning process and how marketing contributes to the achievement of company objectives;
 - c. the behaviour and decision-making processes of consumers and business and industry customers;
 - d. the marketing mix elements ; and
 - e. emerging areas of marketing
2. To provide an opportunity for students to develop and refine their communication skills.

GRADING

Grande Prairie Regional College uses the following nine-point grading scale:

| | |
|----------|---|
| 90- 100% | 9 |
| 80 - 89 | 8 |
| 72 - 79 | 7 |
| 65 - 71 | 6 |
| 57 - 64 | 5 |
| 50 - 56 | 4 |
| 45 - 49 | 3 |
| 26 - 44 | 2 |
| 0 - 25 | 1 |

The following components will determine the student's final grade:

| | |
|--------------------------------|-----|
| 1. Mid-term Exam | 20% |
| 2. Case Analysis # 1 - (Group) | |
| - Written | 10% |
| - Presentation | 10% |
| 3. Mid-term Exam | 20% |
| 4. Class Participation | 10% |
| 5. Final Exam | 30% |

*In addition to the graded course assignments, students may be expected to complete various "informal" reading and writing assignments. (e.g. chapter-end questions for discussion) Pop quizzes may be used to give students feedback on their comprehension and retention. Quiz scores may be factored into the Class Participation component of the student's final grade.

Exams

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts is fair game for exams. The final exam will cover material from the start of the course. More detail on the exams will be provided as the term progresses.

Case Analyses:

The group assignment will consist of typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 20-30-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.

Group 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.

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.

Attendance and Participation

Student attendance and participation are critical to the success of this course. Students are responsible for obtaining any notes or handouts missed due to an absence.

LAST BUT NOT LEAST

- * hand-in assignments are to be typed unless otherwise specified
- * hand-in assignments are due at the beginning of class on the due date
- * classes start promptly
- * if you feel you have a valid reason for an extension, please request it well in advance
- * unauthorized late assignments, if accepted, will have a 25% per day late penalty
- * enter into discussions and exercises
- * avoid private conversations when someone else has the floor
- * ask questions to make sure you understand

COURSE SCHEDULE
(*May be revised as required)

| Date | Week | Topics | Reading |
|----------|------|---|---------|
| | | INITIATING THE MARKETING PROCESS | |
| Sept. 5 | 1 | Course Introduction. | |
| Sept. 10 | 2 | Marketing - A Focus on Customer Relationships And Value. | Ch. 1 |
| Sept. 12 | 2 | Linking Marketing and Corporate Strategies | Ch. 2 |
| Sept. 17 | 3 | The Changing Marketing Environment | Ch. 3 |
| | 3 | Ethics and Social Responsibility in Marketing. | Ch. 4 |
| | | UNDERSTANDING BUYERS AND MARKETS | |
| Sept. 24 | 4 | Global Marketing and World Trade | Ch. 5 |
| | 4 | Consumer Behaviour | Ch. 6 |
| Oct. 1 | 5 | Organization Markets and Buyer Behaviour. | Ch. 7 |
| Oct. 3 | 5 | Midterm Exam. | |
| | | TARGETING MARKETING OPPORTUNITIES | |
| Oct. 8 | 6 | Interactive Marketing and Electronic Commerce | Ch. 8 |
| | 6 | Turning Marketing Information into Action | Ch. 9 |
| Oct. 15 | 7 | Market Segmentation: Targeting and Positioning | Ch10 |
| | | SATISFYING MARKETING OPPORTUNITIES | |
| Oct.22 | 8 | Developing New Products and Services | Ch.11 |
| | 8 | Managing Products and Brands | Ch.12 |
| Oct.29 | 9 | Managing Services | Ch.13 |
| | 9 | Pricing – Relating Objectives to Revenue and Cost | Ch.14 |
| Nov. 5 | 10 | Pricing – Arriving at the Final Price | Ch.15 |
| Nov. 7 | 10 | Midterm Exam. | |
| Nov. 12 | 11 | Marketing Channels and Wholesaling. | Ch 16 |
| | 11 | Supply Chain and Logistics Management | Ch 17 |
| Nov. 19 | 12 | Retailing | Ch.18 |
| Nov. 26 | 13 | Managing Services | |
| Nov. 28 | 13 | Integrated Marketing Communications and Direct Marketing. | Ch. 19 |
| Dec.3 | 14 | Advertising, Sales Promotion, and Public Relations. | Ch.20 |
| Dec.5 | 14 | Personal Selling and Sales Management. | Ch.21 |
| | | Course Wrap-Up. | |
| Dec. | 6 | Last day of classes for this term | |
| Dec. | 9 | Final Exams for most programs | |