

GRANDE PRAIRIE REGIONAL COLLEGE
ARTS, EDUCATION, AND COMMERCE
COURSE OUTLINE

MK 3960 - A3 (MARKETING PRINCIPLES)
3(3-0) JAN.-APRIL 1997

- Instructor: Jasmine Sihra
Office:
Telephone:
Office Hours: Tuesday 1:30 - 2:30 P.M. or by appointment
Classroom: E301
Class Time: Tuesday 3:00 - 5:50 P.M.
(There will be a 20-minute break from 4:15 to 4:35 P.M.)
- Required Text: Tuckwell, Keith. *Marketing in Action*, 3rd Canadian Edition. Scarborough, ON: Prentice-Hall, 1996.
- 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, 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. The 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 behavior 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

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

1. Mid-term Exam	15%
2. Case Presentation # 1 - (Group)	15%
3. Case Presentation # 2 - (Group)	15%
4. Case Analysis # 3 - (Individual)	15%
5. Class Participation	10%
6. Final Exam	30%

The mid-term and final exams will be completed in class. The exams will not take the full three-hour class periods. Students will be tested on their understanding of and ability to apply the concepts presented in class and in the readings. More detail on the mid-term and the final exams will be provided as the term progresses.

The group case assignments will consist of two 30-40-minute presentations on assigned cases. Students are free to choose their own group members and they need not be the same for both case presentations. Group presentations are to be conducted in a professional manner. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook. The questions at the end of the cases in the textbook will help students in their analysis. These questions should be used as a guideline for analyzing the cases. Solutions and recommendations are to conclude the presentation. Each case presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. The presentation will be graded on such dimensions as structure, organization, supporting material, achievement of purpose, interest, reception, ideas, logic and original thought.

The individual case assignment will be a hand-in analysis of a specified case. Students are to focus their analysis around the questions posed in the textbook at the end of the case. Ground rules for the hand-in assignment is as follows:

1. The assignment is due at the beginning of class on the due date.

2. If you feel you have a valid reason for an extension to a due date, please request the extension *at least* 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.
4. The assignment is to be word processed or typewritten.

Class participation will be assessed in terms of both quantity and quality. Obviously, class attendance will be a crucial contributing factor! Factors contributing to quality include factual accuracy, clarity of expression, examples given, interest, creativity and structure of arguments.

CLASS SCHEDULE

DATE	CLASS #	TOPIC(S)	READING
Jan. 7	1	Course outline, case analysis method, overview of marketing. PART 1: CONTEMPORARY MARKETING How has marketing evolved to become the focal point of business activity?	Ch. 1
Jan. 14	2	The Marketing Mix. External variables managers must consider when developing marketing strategy. PART 2: MARKETING PLANNING The relationship between marketing plan- ning at the corporate, business and func- tional levels.	Ch. 2 Ch. 3
Jan. 21	3	Identifying and selecting target markets and the concepts of market segmentation. The importance of market positioning. The role and process of marketing research.	Ch. 4 Ch. 5
Jan. 28	4	PART 3: BUYING BEHAVIOR The elements of consumer buying behavi- or, the purchase decision process, and the factors that influence it. The behavior tendencies of business, in- dustry, and governments, and steps in their purchase decision.	Ch. 6 Ch. 7
Feb. 4	5	Group Presentation #1 - Topline Athletics. - Mercedes Benz. PART 4: PRODUCT Product strategy.	p. 699 p. 705 Ch. 8
Feb. 11	6	Product life cycles. PART 5: PRICE What influences pricing decisions? Pricing objectives and methods used to determine price.	Ch. 9 Ch. 10
Feb. 18	7	MID-TERM EXAM. Management-related pricing decisions.	Ch. 11

Feb. 25		READING (SKI) WEEK	
March 4	8	PART 6: PLACE The structure of distribution channels and how they are managed, integrated marketing systems, and the nature of physical distribution. The types of wholesales and retailers and the functions they perform. New forms of retailing.	Ch. 12 Ch. 13
March 11	9	PART 7: PROMOTION Elements of the promotion mix. Advertising. Public relations.	Ch. 14
March 18	10	Group Presentation #2: - Marks & Spencer. - Burlington Transit. Sales Promotion, personal selling event marketing and sponsorships	p. 732 p. 735 Ch. 15
March 25	11	PART 8: EMERGING DIRECTIONS IN MARKETING Direct Marketing.	Ch. 16
April 1	12	Marketing strategies for the services and not-for-profit marketing sectors.	Ch. 17
April 8	13	Individual Case Analysis due: Clearly Canadian Beverage Corp. Global thinking.	p. 750 Ch. 18
April 15	14	Final Exam review.	
April 22	15	FINAL EXAM.	