

GRANDE PRAIRIE REGIONAL COLLEGE  
ARTS, EDUCATION AND COMMERCE  
COURSE OUTLINE  
MK3960 (MARKETING PRINCIPLES)  
Fall 1998

INSTRUCTOR: Richard Beeson, B.Sc., M.B.A.  
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OFFICE: C306  
OFFICE HOURS: 11:00 - 12:00 P.M. TR or by appointment  
CLASS TIME: 1:00 - 1:50 P.M. MWF  
TEXT: Tuckwell, Keith. Marketing in Action, 4th Canadian Edition.  
Scarborough: 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, 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. 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 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	15%
2. Case Analysis # 1 - (Group)	
- Written	10%
- Presentation	5%
3. Case Analysis # 2 - (Group)	
- Written	10%
- Presentation	5%
4. Case Analysis # 3 - (Individual)	15%
5. Class Participation	10%
6. 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.

#### Ret Case Analyses

The two group assignments 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. 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. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion.

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 15% 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
Sept. 2	1	Course Introduction.	
Sept. 4	1	How has marketing evolved to become the focal point of business activity?	Ch. 1
Sept. 9	2	The Marketing Mix. External variables managers must consider when developing marketing strategy.	Ch. 2
Sept. 14	3	The relationship between corporate and marketing planning.	Ch. 3
	3	Marketing research, role, scope, and data. The process of marketing research.	Ch. 4
Sept. 21	4	The elements of consumer buying behaviour, the purchase decision process, and the factors that influence it.	Ch. 5
	4	Market Segmentation: Identification and Selection	Ch. 6
Sept.28	5	The behaviour tendencies of business, industry, and governments, and steps in their purchase decision.	Ch. 7
	5	Product strategy.(Mix, class, brand, package)	Ch. 8
Oct.5	6	Product Management (Org A, life cycle, development) Presentation #1	Ch. 9
Oct.12	7	(Thanksgiving Day - no class) Mid-Term Exam.	
	7	Pricing strategy and determination. What influences pricing decisions? Pricing objectives and methods used to determine price.	Ch.10
Oct.19	8	Pricing Management. (Policy, discounts) Management-related pricing decisions.	Ch.11

Oct. 26	8	Group Presentation #2. Written Group Report due the last day of presentations. Management-related pricing decisions. The structure of distribution channels and how they are managed.	Ch. 11 Ch. 12
Nov. 3	9	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(cont) Ch. 13
Nov. 9	10	Marketing Communications Elements of the promotion mix. Advertising. Public relations.  Sales Promotion, personal selling event marketing and sponsorships.	Ch. 14  Ch. 15
Nov. 16	11	Direct Marketing.	Ch. 16
Nov.23	12	Direct Marketing.	Ch. 16(cont'd)
	12	Marketing strategies for the services and not-for-profit marketing sectors.	Ch.17
Nov.30	13	Individual Case Analysis due. Global thinking. Course Wrap-Up.	Ch. 18
Dec. 4		Last day of classes for this course	
Dec. 4		Last day of classes for most programs	
Dec. ?		Final Exam - T.B.A.	
Dec;7-15		Final Exams for most programs	