



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course

If Revision, Section(s) Revised: **C, J**

Date of Previous Revision: **2002-02**

Date of Current Revision: **2004-09**

C: **MARK 1120** D: **Introductory Marketing** E: **3**

| Subject & Course No. | Descriptive Title | Semester Credits |
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| F: | <p>Calendar Description:</p> <p>This course introduces the student to the major concepts involved in the marketing function. The course addresses the role of marketing in the firm and in the business community, and explores the tools and techniques used in developing a marketing strategy. Particular emphasis is placed on the importance of the elements of the marketing mix -- product, price, place and promotion, current marketing issues and analytical methods.</p> |
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| <p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 1 Hour In-Class Case Analysis: 1 Hour Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p> | <p>H: Course Prerequisites:</p> <p>Academic Math 11 with a grade of "C" or better and English 12 with a grade of "C" or better or approved equivalent</p> <p>I: Course Corequisites:</p> <p>Nil</p> <p>J: Course for which this Course is a Prerequisite</p> <p>MARK 2215 and MARK 2235 and MARK 3340 and MARK 3441 and MARK 3360 and MARK 4410 and MARK 4440</p> <p>K: Maximum Class Size:</p> <p>35</p> |
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| L: | <p>PLEASE INDICATE:</p> <table style="border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;"> </td> <td>Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;"> </td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">X</td> <td>College Credit Transfer:</td> </tr> </table> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)</p> | | Non-Credit | | College Credit Non-Transfer | X | College Credit Transfer: |
| | Non-Credit | | | | | | |
| | College Credit Non-Transfer | | | | | | |
| X | College Credit Transfer: | | | | | | |

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain the evolving role and function of marketing in our economy and society;
2. describe the role, function and activities of marketing within the framework of the firm;
3. explain the influences affecting consumer behaviour;
4. complete a simple market research study using secondary data, analytical techniques and primary collection methods;
5. prepare a basic market segmentation study;
6. explain the functions of product, price, distribution and promotion and their inter-relationships within a product marketing program;
7. prepare a basic marketing strategy.

N: Course Content:**1. The Marketing Process**

- The meaning and importance of marketing from a historical perspective.
- Marketing functions and marketing variables in the context of the corporation.

2. The Marketing Environment

- The environment within which marketing decisions must be made and executed; specifically, attention will be given to the competitive, regulatory, technological, social and economic environments.

3. Marketing Decision-Making

- The marketing planning process -- attention will be given to information requirements and process for marketing analysis and decision-making.
- The sequence of steps in making marketing decisions in the firm.

4. Consumer Behaviour

- An introduction to the factors affecting the purchasing behaviour of consumers, both industrial and residential.
- Internal and external influences on buyers.

5. Market Segmentation

- The bases and uses of market segmentation. Emphasis will be placed on geographic, demographic, psychographic and usage rate/benefit bases.

6. Market Research

- The methods of collecting and analyzing marketing information. Survey research, secondary data sourcing, observation and other techniques will be discussed.

7. Product Strategy

- Definitions of what constitutes a product, product life cycles, and product classifications.
- The particular issues related to new product development and marketing.

8. Business Marketing

- Introduction to the similarities and differences between consumer and business marketing.
- The marketing of services, non-profit and charitable organizations.

9. Pricing Strategy

- The concept of price, pricing objectives and methods of price determination.
- Introduction to break-even analysis as an example of the quantitative techniques used in price setting.

10. Distribution Strategy

- The options and problems involved in the distribution of goods. Topics will include the role of wholesalers and retailers, and the functions within these types of organizations.
- Current trends in distribution.

11. Promotion Strategy

- The importance of the promotional mix.
- Advertising, sales promotion, publicity and personal selling strategies and tactics.
- The role of these activities in modern society.

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| <p>O: Methods of Instruction</p> <p>Instruction methods used will be lectures, seminar/discussions, and case analyses and discussions supplemented by appropriate videos, guest speakers and classroom activities. Some sections of this course will be available on-line.</p> | | | | | | | | | | |
| <p>P: Textbooks and Materials to be Purchased by Students</p> <p>Evans, Berman et al. <u>Marketing</u> Latest Canadian Ed. Prentice Hall</p> | | | | | | | | | | |
| <p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Term Tests (2 or more)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Cases</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Term Project</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p> | Term Tests (2 or more) | 40% | Final Exam | 20% | Cases | 20% | Term Project | <u>20%</u> | | <u>100%</u> |
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| Term Project | <u>20%</u> | | | | | | | | | |
| | <u>100%</u> | | | | | | | | | |
| <p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p> | | | | | | | | | | |

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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