**MR1100 - Marketing I Syllabus**

Fall 2012

Clarenville Campus

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**Welcome to Marketing 1.**

Marketing 1 is an introductory course that will introduce you to some of the fundamental principles and practices of marketing. You will be introduced to strategic planning and marketing management, the internet (specifically Social Media) in marketing, marketing research information, consumer markets and behavior, business markets and behavior, market segmentation and targeting, and international marketing.

**TEXT:** Marketing, Berkowitz, Kerin, Rudeius, Crane, IRWIN 8th Canadian Edition

**EVALUATION:**

Cross Course Group Project 10%

Social Media Lab Project 10%

1 Group Case Presentation 10%

Midterm 30%

Final 40%

**Cross Course Group Project**

This project is to be completed in conjunction with MC1240. Student Investment Matters is a project that SIFE Clarenville has been bringing to local schools for several years. Your groups task is to redevelop the material for the grade level. For this course, you will be assessed on your group’s ability to develop and deliver a program that meets the client’s needs. A Presentation paper will be due at the end of the course.

**Social Media Project**

Your group for 3 or less has been put in charge of an account for a client. The Client wants to create a social media campaign across three platforms – You Tube, Facebook and Twitter. Your job is to design integrated platforms that are designed to represent the Client.

Further details will follow in week 3

**Midterm and Final Exams**

These exams will be made up of both 50% Multiple Choice and 50% Essay questions and cover the major objectives of the course. The final will be a comprehensive exam covering material from the entire course (Major focus will be of post midterm material).

**CALENDAR & SCHEDULE**

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| **MR1100 – Marketing 1**  **Fall 2012 Course Schedule**  Instructor: Paul Tilley  Email: [paul.tilley@cna.nl.ca](mailto:paul.tilley@cna.nl.ca)  Twitter: @pauldtilley  Phone: 466.6948 (with voicemail) | |  | |
| **Week** | **Chapters Covered** | | **Comments/Notes** |
| 0 | What is Marketing? | |  |
| 1 Sept 6 – 14 | Ch 1 – Introduction | | 1.1 Trace the evolution of marketing.  1.2 Explain marketing concept.  1.3 Identify marketing mix. |
| 2 Sept 17 | Ch 2 – Marketing Strategy | | 2.1 Review the strategic management process.  2.2 Discuss the importance of planning.  2.3 Review product/market expansion strategies. |
| 3 & 4 Sept 24 & Oct 1 | Ch 3 – Marketing Environment | | 3.1 Study demographic trends.  3.2 Review economic forces.  3.3 Analyze competitive forces.  3.4 Study technological implications |
| 5 Oct 8 | Ch 4 – Ethics in Marketing | |  |
| 6 Oct 15 |  | | Covering material to-date |
|  | Ch 5 – Consumer Behaviour | | 5.1 Discuss the consumer purchase decision process.  5.2 Identify influences on the purchase decision. |
| 7 Oct 22 | **Review for Midterm**  **Chapters 1-5** | | MIDTERM |
| 8 Oct 29 | Ch 6 – Organizational Markets | | 6.1 Review characteristics of organizational buying.  6.2 Identify types of organizational buying situations. |
| 9 Nov 5 | Ch 7 – Global markets | | 7.1 Discuss the importance of international marketing.  7.2 Review the implications of international marketing.  7.3 Examine the different techniques required to market internationally |
| 10 Nov 12 |  | |  |
| 11 Nov 19 | Ch 8 – Marketing Research | | 8.1 Define and know how to use the Marketing Research process |
| 12 Nov 26 | Ch 9 – Target Markets Market Segmentation | | 9.1 Analyze the bases for market segmentation.  9.2 Study the implications of market segmentation.  9.3 Identify target marketing techniques |
| 13 Dec 3 | **Presentations** | |  |
| 14 Dec 6 | Final **Exam** | |  |
| 15 |  | |  |
| 15 |  | |  |
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