**MR1100 - Marketing I Syllabus**

Fall 2013

Clarenville Campus

**Instructor:** Paul Tilley

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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:**

Marketing Participation - Social Media Lab Project 20%

1 Group Case Presentation 10%

Midterm 30%

Final 40%

**Marketing Participation - 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. Your report will be presented to the class (who will act as the Client) in the last week of classes

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| THE CLIENT: Town of Clarenville  THE PROJECT:  The Town of Clarenville is working to develop a better communications strategy with its citizens and potential investors. You have been approach by the Town to give them your perspective (Youth, Fresh Eyes, Not necessary from here)  They want help in four things:  1. Creating a Citizen’s Guide to the Town of Clarenville.  2. Producing a new and dynamic Video of the Town that visualizes some of the key messages associated with its theme Real-Life-Potential. The video is to be aimed at each of the identified targets  4. Creating a PowerPoint presentation promoting Clarenville as an ideal location for each of the targets  5. Developing a quick reference guide to make residents, visitors and business leaders aware of the suite of online services available.  Due Date: Nov. 27  Class time will be granted (8 hours) |

**Group Case Presentation** – Groups will be formed in the FOURTH week of the semester and will consist of no more than 4 members. Your group will take on the role of a marketing consultant and analyze the case and present an overview and their analysis to me. Cases may be selected from the list provided below. Please let me know of your case choice by week 4. A Presentation paper will be due at the end of the course.

**Cases choices will be:**

* Canadian Tire p51
* Geek Squad: A New Business for a New Environment p97
* Starbucks Corporation: Serving more than Coffee p117
* CNS Breathright Strips: Going Global p196

**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**  **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 Week of Sept 9 | Ch 1 – Introduction | | 1.1 Trace the evolution of marketing.  1.2 Explain marketing concept.  1.3 Identify marketing mix. |
| 2 Sept 16 | 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 23 & 30 | 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 7 | Ch 4 – Ethics in Marketing | |  |
| 6 Oct 14 |  | | 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 21 | **Review for Midterm**  **Chapters 1-5** | | MIDTERM |
| 8 Oct 28 | Ch 6 – Organizational Markets | | 6.1 Review characteristics of organizational buying.  6.2 Identify types of organizational buying situations. |
| 9 Nov 4 | 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 11 |  | |  |
| 11 Nov 18 | Ch 8 – Marketing Research | | 8.1 Define and know how to use the Marketing Research process |
| 12 Nov 25 | 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 2 | **Presentations** | |  |
| 14 Dec 9 | Final **Exam** | |  |
| 15 |  | |  |
| 15 |  | |  |
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