

COURSE NUMBER: MR1100

COURSE TITLE: Marketing I

COURSE DESCRIPTION:

This is an introductory course in the fundamental principles and practices of marketing. The student will explore strategic planning and marketing management, the internet in marketing, marketing research information, consumer markets and behavior, business markets and behavior, market segmentation and targeting, and international marketing. Students will have the opportunity to apply case studies and research various marketing concepts, techniques, and processes.

PREREQUISITES: None

CO-REQUISITES: None

CREDIT VALUE: Four (4)

COURSE HOURS PER WEEK: Four (4)

LAB HOURS PER WEEK: Zero (0)

SUGGESTED TEXT:

One of:

Armstrong, G. and Kotler, P. (2010). *Marketing: An introduction* (3rd ed.). Toronto: Pearson Education. ISBN 10-0136102433; ISBN 13-9780136102434

Crane, F. G., Kerin, R. A., and Hartley, S. W. (2008). *Marketing* (7th Cdn. ed.). Toronto: McGraw-Hill. ISBN 10-0070984948; ISBN 13-9780070984943

Kotler, P., Armstrong, G., and Cunningham, P.H. (2010). *Principles of marketing* (8th Cdn. ed.). Toronto: Pearson Education Canada. ISBN 10-013247395X; ISBN 13- 9780132473958

Solomon, M.R., Marshall, G.W., and Stuart, E.W. (2008). *Marketing – Real people, real decisions* (3rd Cdn. ed.). Toronto: Pearson Education Canada. ISBN 10-0135145570; ISBN 13-9780135145579

LEARNING RESOURCES:

Print:

Boone, L.E., Mackenzie, H.F. and Snow, K. (2009). *Contemporary marketing* (2nd Cdn. ed.). Scarborough: Nelson Education. ISBN 10-0176500030; ISBN 13-9780176500030

Grewal, D. and Levy, M. (2007). *Marketing* (Hardcover ed.). Toronto: McGraw-Hill. ISBN 10-0073049026; ISBN 13-9780073049021

Kerin, R., Hartley, S.W. and Rudelius, W. (2008). *Marketing: The core* (2nd ed.). Toronto: McGraw-Hill. ISBN 10-0073381063; ISBN 13-9780073381060

Lamb, C.W., Hair, J.F. and McDaniel, C. (2010). *Marketing* (4th ed.). Scarborough: Nelson Education. ISBN 10-1439039429; ISBN 13-9781439039427

Pride, W.M., Ferrell, O.C., Blotnick, K., and Grant, S. (2009). *Marketing* (2nd ed.). Toronto: Houghton Mifflin. ISBN 10-0618888640; ISBN 13-9780618888641

Tuckwell, K. J. (2009). *Canadian marketing in action* (8th ed.). Toronto: Pearson Education. ISBN 10-0132063131; ISBN 13-9780132063135

On-line:

Government websites:

Government of Newfoundland and Labrador
www.gov.nl.ca

Statistics Canada
www.statcan.gc.ca

United States of America Census
www.census.gov

Business media websites:

The Globe and Mail
www.theglobeandmail.com/report-on-business

Marketplace, CBC Production
www.cbc.ca/marketplace

National Post/Financial Post
www.financialpost.com/news/marketing/index.html

Industry websites:

American Marketing Association
www.marketingpower.com

Canadian Marketing Association
www.the-cma.org

CompuServe
www.compuserve.com

Popular Mechanics
www.popularmechanics.com

Retail Council of Canada
www.retailcouncil.org

Research company websites:

AC Nielsen Corporation
www.acnielsen.com

Jupiter Research
www.jupiterresearch.com

Simmons Market Research Bureau
www.smr.com

NOTE: All website links were active at time of revision and may change

COURSE OUTCOMES:

Upon successful completion of this course the student will be able to:

1. Define and analyze marketing and its elements including marketing management, marketing strategies, the marketing mix, the marketing environment, marketing research, and market segmentation
2. Discuss marketing strategies used in E-Business
3. Distinguish between the consumer and business buying process and identify the characteristics of each
4. Discuss the role of international marketing
5. Analyze basic marketing research techniques and practices

MAJOR TOPICS:

- 1.0 Introduction to Marketing
- 2.0 Strategic Planning and Marketing Management
- 3.0 E-Business
- 4.0 The Marketing Environment
- 5.0 Marketing Research

- 6.0 Consumer Markets and Behaviors
- 7.0 Business Markets and Behaviors
- 8.0 Market Segmentation and Targeting
- 9.0 International Marketing

LEARNING OBJECTIVES:

1.0 Introduction to Marketing

- 1.1 Discuss the elements of, and define, marketing
- 1.2 Explain the marketing process
 - 1.2.1 Identify the components of the marketing process
- 1.3 Identify and discuss the various types of markets and how they relate to consumers' needs
 - 1.3.1 Discuss the concept of exchange
- 1.4 Discuss elements of the customer driven marketing strategy
 - 1.4.1 Describe marketing strategy and the role it plays in the business environment
 - 1.4.2 Explain the marketing concepts and the role they play in business development
- 1.5 Discuss marketing plans/programs
 - 1.5.1 List and describe the four P's of marketing
 - 1.5.2 Explain the role of customer relationships and the benefits they provide to businesses
 - 1.5.3 Discuss customer relationship management and the value it provides both consumers and businesses
 - 1.5.4 Discuss the roles consumers play in business
 - 1.5.4.1 Explain the value of customer loyalty
- 1.6 Discuss and analyze the new and emerging marketing trends
 - 1.6.1 Explain how the internet created value and opportunities
 - 1.6.2 Explain how globalization is changing the business environment and the implications for marketing
 - 1.6.3 Discuss social responsibility
 - 1.6.4 Discuss Non-profit organizations

2.0 Strategic Planning and Marketing Management

- 2.1 Discuss strategic planning and the role it plays in marketing
 - 2.1.1 Explain and define strategic planning
 - 2.1.1.1 Explain the importance of a business mission and vision
 - 2.1.1.2 Explain and discuss the strategies for market growth and downsizing

- 2.2 Discuss the concept of partnering in business and how it can benefit an organization
- 2.3 Discuss marketing strategy
 - 2.3.1 Define marketing strategy and discuss its importance
 - 2.3.2 Explain the marketing mix
 - 2.3.3 Differentiate between market segmentation and market segments
 - 2.3.4 Explain target marketing
- 2.4 Explain the marketing effort
 - 2.4.1 Discuss and list the components of a marketing plan
 - 2.4.2 Define market analysis, marketing implementation and marketing control

3.0 E-Business

- 3.1 Describe how the Internet defines new businesses
- 3.2 Discuss marketing strategies for the Internet
 - 3.2.1 Examine the components of E-Business
 - 3.2.2 Describe E-marketing domains
- 3.3 Describe and contrast B2B (Business-to-Business), B2C (Business-to-Consumer), C2C (Consumer-to-Consumer), C2B (Consumer-to-Business)

4.0 The Marketing Environment

- 4.1 Identify and analyze the environmental forces that affect the company's ability to serve its customers
 - 4.1.1 Explain how changes in the marketing environment affect marketing decisions
 - 4.1.2 Explain the purpose of citizen and public groups to regulate marketing
- 4.2 Discuss social responsibility marketing
 - 4.2.1 Discuss marketing ethics

5.0 Marketing Research

- 5.1 Explain the importance of marketing information
 - 5.1.1 Discuss how marketing information is developed
 - 5.1.2 Examine internal databases
- 5.2 Define marketing research
 - 5.2.1 List and discuss the steps in the marketing research process
 - 5.2.2 Distinguish between secondary and primary data exploring the benefits of each
 - 5.2.3 Discuss the methods of gathering primary and secondary data

- 5.3 Analyze marketing information
 - 5.3.1 Discuss customer relationship management
 - 5.3.2 Discuss international marketing research

6.0 Consumer Markets and Behaviors

- 6.1 Discuss the model of consumer behavior and how it relates to the consumer's purchasing decisions
- 6.2 Define consumer market
- 6.3 Examine the major characteristics that affect consumer behavior
- 6.4 Compare the types of buying decision behavior
 - 6.4.1 Discuss and define consumer buying behaviors
 - 6.4.2 Explain and analyze the buyer decision process

7.0 Business Markets and Behaviors

- 7.1 Identify and distinguish between business buyer behavior and the business buying process
 - 7.1.1 Identify the characteristics of business markets
 - 7.1.2 Discuss the business buyer behavior model
- 7.2 Identify and explain institutional, government and non-profit markets

8.0 Market Segmentation and Targeting

- 8.1 Identify and define the components of market segmentation
- 8.2 Identify and explain target marketing
 - 8.2.1 Discuss target market segments
 - 8.2.2 Discuss the components of micro-marketing
- 8.3 Identify and explain product position
 - 8.3.1 Discuss product positioning
 - 8.3.2 List and discuss the benefits of choosing a positioning strategy

9.0 International Marketing

- 9.1 Discuss the role of international marketing
- 9.2 List and discuss the components of the international marketing environment
- 9.3 List and discuss the approaches used to enter international markets
- 9.4 List the major forms of international marketing
 - 9.4.1 Explain how the international marketing program relates to the marketing mix

EVALUATION:

Marketing Participation: 20%

- Internet Labs
- Assignments

Case analysis/presentation	10%
Midterm examination	30%
Final examination	40%

This course is supplementary eligible.

DATE DEVELOPED: October 1992

DATE REVIEWED: March 2011

REVISION NUMBER: 3

DATE REVISED: March 2010

Note to instructor: Check PIRS to ensure this outline is the most current version.