

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 2430-3
Marketing (3,0,0)**

Calendar Description

Students receive an overall view of the marketing function, the role of marketing in society and its application within organizations. Topics include an introduction to marketing; developing a marketing plan and strategies; analyzing the marketing environment; consumer behaviour; segmentation, targeting, and positioning; developing new products; product, branding, and packaging decisions; pricing concepts and strategies; distribution strategies; and integrated marketing communications.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Explain the 4Ps of marketing and how target marketing fits into the marketing mix.
2. Discuss the elements of marketing strategy and planning and how they are different.
3. Analyze how the internal and external environments affect marketing planning.
4. Know the source, meaning and use of demographic information.
5. Examine how consumer behavior influences consumer decision making.
6. Apply segmentation, targeting, and positioning in developing a positioning strategy.
7. Illustrate the steps in the new product development process.
8. Describe how the marketing mix varies over the product life cycle.
9. Appraise a product in terms of its type, assortment, branding, and packaging.
10. Examine factors that affect pricing decisions and different demand and psychological pricing tactics.
11. Describe channel of distribution, channel structures and distribution intensity.
12. Demonstrate how to effectively apply a variety of promotion tools.

Prerequisites

CMNS 1290

Note: Students cannot receive credit for more than one of MKTG 2430, MKTG 3430 and TMGT 1150 (C+ or higher).

Texts/Materials

Kerin, Hartley, et al, The Core, McGraw-Hill Ryerson.

Grewal, D., Levy, M., Persaud, A., and Lichti, S, Marketing, 2nd Canadian edition, Toronto: McGraw-Hill Ryerson Education, 2012.

Tuckwell, Canadian Marketing in Action, Pearson Prentice Hall.

Student Evaluation

Term test(s)	20-50%
Quizzes	0-10%
Participation/attendance	0-10%
Case Studies/research projects/assignments	20-30%
Final exam	20-40%

Notes:

- Midterm and final exams must not make up more than 70 percent of course work.
- Group work must not make up more than 50 percent of evaluation.

Course Topics

Mandatory Topics

1. Overview of Marketing
 - Definition
 - Value of marketing
 - Marketing mix elements
 - Markets
 - Orientations
2. Developing a Marketing Plan and Strategies
 - Levels of strategy, company mission, goals and objectives
 - Strategic versus marketing planning process
 - Steps in the marketing planning process
 - SWOT, STP, 4Ps
 - Product and market strategies
3. Analyzing the Marketing Environment
 - Economic, competitive, social, cultural, demographic, technological, legal and regulatory influences
 - Environmental scan
 - PEST analysis
 - Opportunities and threats
4. Consumer Behaviour
 - Steps in the purchase decision making process
 - Characteristics and factors influencing consumer decisions
 - Consumer involvement

- Types of problem solving
5. Segmenting, targeting, and positioning (STP)
 - Segmentation
 - Definition
 - Process
 - Segmentation bases
 - Mass versus target markets
 - Positioning strategies
 6. Developing and Managing New Products
 - Product life cycle
 - New product development process
 - Adoption curve and diffusion of innovation
 7. Product, Branding, and Packaging Decisions
 - Types and classes of products
 - Product/Services continuum
 - Characteristics of services versus goods
 - Product mix, breadth, and depth
 - Trademarks
 - Branding
 - Brand strategies
 - Brand equity
 - Brand extensions
 - Brand types
 - Brand loyalty
 - Packaging and labeling
 8. Pricing Concepts and Strategies
 - Setting pricing objectives
 - Influences on price
 - Pricing methods
 - Demand pricing
 - Cost-based pricing
 - Pricing policies and tactics
 - Discounts and allowances
 - Legal and ethical aspects of pricing
 9. Distribution Channels and Strategies
 - Distribution channels and members
 - Channel structures
 - Distribution intensity
 10. Integrated Marketing Communication (IMC)
 - Communication process

- Tools of IMC
- Advantages and disadvantages of the promotion mix
- Steps in planning an IMC process

Optional Topics

Marketing research
Business-to-business marketing
Services
Retailing
Advertising, sales promotions, and personal selling
Global marketing
Ethics and socially responsible marketing

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional