

#### **Course Outline**

Marketing and International Business School of Business & Economics

MKTG 2430 - 3.00 - Academic

Introduction to Marketing

### Rationale

Annual update of SOBE standard course outlines

Changes to course description and requisities

## **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 overview of 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.

### **Credits/Hours**

**Course Has Variable Hours:** No

Credits: 3.00

Lecture Hours: 3.00 Seminar Hours: 0 Lab Hours: 0 Other Hours: 0 Clarify:

**Total Hours: 3.00** 

**Delivery Methods:** (Face to Face)

Impact on Courses/Programs/Departments: No change

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## **Educational Objectives/Outcomes**

- 1. Explain the 4Ps of marketing and how target marketing fits into the marketing mix.
- 2. Describe how the internal and external environments affect marketing planning.

- 3. Explain the source, meaning and use of demographic information.
- 4. Examine how consumer behaviour influences consumer decision making.
- 5. Apply segmentation, targeting, and positioning in developing a positioning strategy.
- 6. Outline the steps in the new product development process.
- 7. Describe how the marketing mix varies over the product life cycle.
- 8. Identify product decisions in terms of product type, assortment, branding and packaging.
- 9. Examine factors that affect pricing decisions and various demand and psychological pricing tactics.
- 10. Describe channel of distribution, explain channel structures and distribution intensity.
- 11. Demonstrate how to effectively apply a variety of promotion tools.
- 12. Employ elements of marketing strategy and marketing planning in presentations and reports.

## **Prerequisites**

CMNS 1290-Introduction to Professional Writing or equivalent with a minimum C-

# **Co-Requisites**

# **Recommended Requisites**

## **Exclusion Requisites**

MKTG 2431-Marketing MKTG 3430-Marketing

TMGT 1150-Marketing & Customer Service

BBUS 3430-Introduction to Marketing BBUS

3431-Introduction to Marketing

### Texts/Materials

#### **Textbooks**

1. Required Kerin, Hartley et al.. The Core, 3rd Canadian ed. McGraw-Hill Ryerson, 2012

### **Student Evaluation**

The Course grade is based on the following course evaluations.

**Term test(s) 20-50%** 

Quizzes 0-10%

Participation/attendance 0-10%

Case Studies/research projects/assignments 20-30%

Final exam 20-40%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

## **Course 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
- 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 (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

# **Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

### **Last Action Taken**

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20