



**Douglas
College**

CURRICULUM GUIDELINES

Instruction Division	Date	May 1999	Division
B: Department/Program Area	Commerce & Business Admin. Marketing Management	New Course	Revision <input checked="" type="checkbox"/>
Revision Section(s)	None		
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Reviewed by	September	Date last Revised	September

MARK 120 **D:** **Introductory Marketing** **E:** **3** **C:** **1**

Course No. Descriptive Title Semester Credits Subject & Prerequisites

em to the major concepts involved in the marketing function. Calendar Designation: This course is taught in the following semester(s):

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain the evolving role and function of marketing in our economy and society;
2. describe the role, function and activities of marketing within the framework of the firm;
3. explain the influences affecting consumer behaviour;
4. complete a simple market research study using secondary data analysis techniques.

N: Course Content

1. The Marketing Process

The meaning and importance of marketing from a historical perspective.

Marketing functions and marketing variables in the context of the corporation.

2. The Marketing Environment

The environment within which the firm operates. Attention will be given to the competitive, regulatory, technological, social and economic environments.

3. Marketing Decision-Making

The marketing planning process - attention will be given to information requirements and process for

marketing analysis and decision-making.

The sequence of steps in making marketing decisions in the firm.

4. Consumer Behaviour

Understanding and predicting the purchasing behaviour of consumers, both industrial and

An introduction to the factors affecting consumer behaviour: individual, social, residential

Internal and external influences on buyers.

5. Market Segmentation

The bases and uses of market segmentation. Emphasis will be placed on demographic, geographic, psychographic and usage rate/benefit bases.

6. Market Research

The methods of collecting and analyzing market information.

Observation and other techniques will be discussed.

7. Product Strategy

Product development, product life cycle, product differentiation.

The particular issues related to new product development and innovation.

8. Business Marketing

Introduction to the marketing of services, non-profit and charitable organizations.

The differences between consumer and business marketing.

9. Pricing Strategy

The concept of price, pricing objectives and methods of price determination.

Price elasticity, price discrimination, price skimming.

Price competition and price wars.

Price fixing and price control.

Price leadership and price collusion.

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Price leadership and price collusion.

Price discrimination and price skimming.

Current trends in distribution

11. Promotion Strategy

The importance of the promotional mix.

Advertising, sales promotion, public relations, direct marketing.

The role of these activities in modern society.

O: Methods of Instruction

and classroom activities. Some sections of this course will be available on-line supplemented by appropriate videos, guest speakers a

Textbooks and Materials to be Purchased by Students:

Evans, Parham et al. Marketing. Latest Edition. McGraw-Hill