



THOMPSON RIVERS UNIVERSITY

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