**AK/ADMS 2200 G Introductory Marketing (Internet section) Fall 2019**

**Course Outline**

**COURSE DIRECTOR:** Lee Li

**COURSE DESCRIPTION:** This course covers the fundamentals of marketing theory, concepts and management as applied to marketing's strategic role in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

**REQUIRED READINGS/TEXTS:** Armstrong, Kotler, Trifts, Buchwitz, "Marketing – An Introduction", 6th Canadian Edition. ISBN: 978-0-13-409580-6 (or 978-0-13-469506-8) ©2017 • Pearson Education Canada.

**COURSE OUTLINE / SCHEDULE:**

| **Week** | **Topic** | **Chapters** | **Case** |
| --- | --- | --- | --- |
| 1 | Introduction – Marketing Basics – What is Marketing | 1 |  |
| 2 | Marketing strategy | 2 |  |
| 3 | Marketing strategy/internet/Ethics | 2, 3, 15 |  |
| 4 | Marketing Information /Environment/ Consumer / Business-to-Business  | 5, 4, 6 |  |
| 5 | Market Segmentation / Targeting/Positioning | 7 |  |
| 6 | Potential Mid-Term exam |  |  |
|  |
| 7 | Product/New product development/ | 8,9 |  |
| 8 | Branding / Product Life Cycle  | 8,9 |  |
| 9 | Pricing | 10 |  |
| 10 | Marketing Channels/global market place | 11, 16 |  |
| 11 | Retailing/Communication/Ethics | 12, 13, 14, 3 |  |
| 12 | Review, Due date of project report |  |  |

GRADE BREAKDOWN: (TBC/TBD):

Midterm 20%

Marketing Plan 30%

Final Exam 50%