**AK/ADMS 2200 O Introductory Marketing (Internet section) Winter 2024**

**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", 7th Canadian Edition. ISBN: 9780135330531©2021 • Pearson Education Canada.

**COURSE OUTLINE / SCHEDULE:**

| **Week** | **Topic** | **Chapters** | **Case** |
| --- | --- | --- | --- |
| 1 | Introduction – Marketing Basics – What is Marketing | 1 |  |
| 2 | Marketing strategy | 2 | Westjet Mousetrap |
| 3 | Marketing strategy/Internet/Ethics | 2, 14, 16 | Grocery Gateway |
| 4 | Marketing environment/ Marketing information  | 3, 4 | Coca-Cola |
| 5 | Consumer and business buyer behavior / Market Segmentation/Targeting / Positioning | 5, 6 | Procter& Gamble |
| 6 | Potential Mid-Term exam |  |  |
|  |
| 7 | Market Segmentation/Targeting / PositioningProduct / New product development | 6, 7 | Gillette |
| 8 | Product / New product development | 7, 8  | Apple |
| 9 | Pricing | 9 | Pepsi vs Coke |
| 10 | Marketing channels / Retailing / Global marketplace | 10, 11, 15 | Canadian Tire |
| 11 | Communication and review | 12, 13 | Wal-Mart |
| 12 | Due date of project report |  |  |

GRADE BREAKDOWN: (TBC/TBD):

Midterm 20%

Marketing Plan 30%

Final Exam 50%