

# Introduction to Marketing

## Comm 204 (02)

### Winter 2009

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Class Hours: Tuesday & Thursday 11:30 am to 12:50 pm  
Class Location: ESB 18  
Office Hours: Tuesday & Thursday 1:00 pm to 2:30 pm or by appointment

#### **Course Overview and Objectives**

This course offers a broad introduction to the field and practice of marketing. We will explore how marketers strategically market products and/or services. We will explore not only how products and services are marketed, but also how ideas, people, organizations, and places can be considered market offerings. In order to build successful marketing strategies, marketers must consider the relationship between marketing and external forces. Therefore, we will also explore how consumers think and behave in response to marketing, how other members of the distribution channel (like retailers or manufacturers) and marketers interact, and how the external environment impacts on and is impacted by marketing.

This course will not only provide you with a broad understanding of marketing tools and strategies, but it will also help you to apply these concepts. The marketing plan you develop throughout the term will play a critical role in your understanding of how to practically use what you learn in this course. Our class discussions will also focus on application of materials we cover in class. This process will enhance your ability to analyze complex problems, develop strong arguments for recommendations, and synthesize your analysis and recommendations in writing.

#### **Materials Needed**

You will be required to read Marketing: An Introduction (Second Canadian Edition) By Armstrong, Kotler, Cunningham, Mitchell, and Buchwitz for this class. You will not be required to use the “student access code card” that typically accompanies new purchases of this textbook.

You will also be required to purchase a “clicker” (audience response device), available from the Campus Computer Store.

#### **Important Information that You Should Know**

Every student is expected to have read and understood the rules regarding student academic dishonesty: [http://www.edwards.usask.ca/ginfo/academic\\_dishonesty.html](http://www.edwards.usask.ca/ginfo/academic_dishonesty.html)

No cell phones or PDAs are allowed in class or in exams. Laptops may be used in class for note-taking. Laptops are not allowed in exams.