



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2017

BA1090 D3: INTRODUCTION TO MARKETING – 3 (3-0-0) 45 HOURS

INSTRUCTOR: Janelle MacRae **PHONE:** (780) 539-2215
OFFICE: E310 **E-MAIL:** jmacrae@gprc.ab.ca
OFFICE HOURS: Monday & Wednesday 1:00-2:30 or by appointment

CALENDAR DESCRIPTION:

This course provides an introduction to the field of marketing. The principles of product, price, promotion, and place, along with understanding customers' needs are covered.

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Tuckwell, K. & Jaffey, M. (2016). *Think Marketing* (2nd ed.). Toronto, Ontario: Pearson Canada Inc.

DELIVERY MODE(S):

The class work will be comprised of lectures, class discussions, and small group work.

COURSE OBJECTIVES:

In this course, students will gain an understanding of the classic marketing model of segmenting, targeting, and positioning through the effective use of marketing information and application of the Four Ps (Product, Price, Promotion, and Place).

LEARNING OUTCOMES:

By the end of the course, students should be able to:

- Understand and effectively apply the classic 4Ps model of marketing to real marketing situations.
- Understand and effectively apply common marketing models and concepts (e.g. Product Life Cycle, Consumer Decision Making Process, etc.) to real world situations.
- Recognize, define, and correctly use basic marketing terminology.
- Understand and apply the classic business planning concepts (Objectives, Strategy, Tactics, Execution, and Evaluation) to real world situations.
- Appreciate the importance of measuring and monitoring customer needs – information driven decision - while also taking into account creativity and innovative thinking in making marketing decisions.
- Explain how marketing fits into the bigger picture of making good business decisions.
- Explain how marketing concepts can be used beyond the commercial sector.
- Compose a basic SWOT analysis for a given or real world situation.

TRANSFERABILITY:

University of Alberta
 University of Calgary
 University of Lethbridge
 Athabasca University
 Augustana Faculty, University of Alberta
 Concordia University College
 Canadian University College
 Grant MacEwan University
 Other (transfers in combination with other courses or to other institutions)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferralberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Quizzes	40%
Assignments	30%
Final Examination	<u>30%</u>
Total	<u>100%</u>

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Required Reading
1	Contemporary Marketing	Chapter 1
2	The External Marketing Environment	Chapter 2
3	Strategic Marketing Planning	Chapter 7
4	Market Segmentation and Target Marketing	Chapter 6
5	Consumer Buying Behaviour	Chapter 4
6	Marketing Intelligence	Chapter 3
7	Business-to-Business Marketing and Organizational Buying Behaviour	Chapter 5
8	Product Strategy	Chapter 8
9	Product Management	Chapter 9
10	Price Strategy and Determination	Chapter 10
11	Price Management	Chapter 11
12	Distribution and Supply Chain Management	Chapter 12
13	Integrated Marketing Communications and Emerging Media Platforms	Chapter 14
14	IMC: Sales Promotions, Public Relations, Experiential Marketing	Chapter 15
15	Review	

STUDENT RESPONSIBILITIES:

Attendance:

Regular attendance is critical for success in this course. Students are expected to arrive on time and remain for the duration of scheduled classes and related activities.

Assignments:

Late assignments will result in a grade of 0 unless prior arrangement has been made with your instructor. It is your responsibility as a student to keep track of deadlines and hand projects in on time. If a deadline cannot be made for whatever reason, **arrangements must be made before the deadline** and a new deadline will be arranged for this exception only (medical or other documentation may be asked to be provided).

Quizzes:

To gauge your understanding of the course material, a series of quizzes will be scheduled every two weeks. Only your top 5 quizzes will count towards your final grade. Absences during a quiz will count as an attempt.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

**Note: all Academic and Administrative policies are available on the same page.