

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Winter 2023

#### BA 1090 (B3): Introduction to Marketing– 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Bianca Dudenhoffer      **PHONE:** (780) 539-2864  
**OFFICE:** C205      **E-MAIL:** BDudenhoffer@nwpolytech.ca  
**OFFICE HOURS:** Mondays & Wednesdays: 10:00am -11:30am, or by appointment  
Best way to contact me: Email

#### CALENDAR DESCRIPTION:

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

**PREREQUISITE(S)/COREQUISITE:** None

#### REQUIRED TEXT/RESOURCE MATERIALS:

Tuckwell, K. and Jaffey, M. (2019). *Think marketing* (3rd ed). Pearson Canada Inc.

**ISBN:** 9780134834344

**NOTE:** This is an e-text with an online subscription to the MyLab website, which has several different study tools that can help you with your learning process.

If you would like a paper copy of the text, it is recommended that you purchase the e-access code and then order your paper copy through the available link once you log-in to the website. It can take a few days to receive your paper copy, so please do this at the start of the semester. If you have difficulty accessing the e-text, please try an alternative web browser.

Click here to purchase learning resources: <https://www.bkstr.com/nwpolytechstore/product/mylab-marketing-with-pearson-etext---standalone-access-card---for-think-marketing-398203-1>

**For device, software, and network requirements, please visit the following link:**

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

### **DELIVERY MODE(S):**

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with MyLab. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

### **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:**

Upon completion of this course the student will 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:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

\*\* 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:

Evaluation	Weighting	Due Date
Quizzes (6 quizzes)	25%	Throughout course
Midterm	25%	February 16
SWOT Assignment	15%	March 16
Final Exam	35%	During Exam Period
Total	100%	

## ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

### Quizzes

- Quizzes will be scheduled through myClass. It is your responsibility to follow the due dates associated with those quizzes. The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date.
- There are no rewrites or extensions on quizzes.

### Assignments

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- Assignments will be submitted in Word document through myClass and may be subject to Turnitin plagiarism assessment.

### Midterm Exams:

- The midterm exam is planned for March 16th. This midterm to be taken live in class, so please be sure to be present for these. If you miss an exam you will have a grade of 0 for that test, unless you had prior permission with a very valid reason.

### Final Exam:

- The final exam is cumulative. You will need to be present in class for this as well. The format utilized will be announced before exam.

- Final exams will be written as scheduled by the Registrar’s office during the exam period. Do not plan activities during this period. Examinations will start at the scheduled time. Extra time will not be allotted to students who arrive late for an examination.
- Students who fail to report for a scheduled examination, and who do not qualify for a deferred examination, will receive a grade of “F” for the missed examination.
- Deferred final examinations may only be granted when an examination has been missed or interrupted because of illness, domestic problems, or a conflict with religious beliefs. In the case of illness (physical, mental, or emotional), medical documentation may be required.

**GRADING CRITERIA:**

Grades will be assigned on the Letter Grading System. 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:**

BA1090 - Introduction to Marketing				
myClass Module	Week Start Date	Topic	Required Reading	Activity
	Jan 1-7	Course Information/Course Overview		Get E-textbook
1	Jan 8-14	Contemporary Marketing	Chapter 1	
2	Jan 15-21	External Marketing Environment	Chapter 2	Quiz #1
3	Jan 22-28	Marketing Strategy	Chapter 3	
4	Jan 29-Feb 4	Marketing Intelligence	Chapter 4	Quiz #2
5	Feb 5-11	Consumer Behaviour & B2B	Chapter 5 & 6	Quiz #3
6	Feb 12-18	<b>Midterm</b>	<b>Chapters 1-6</b>	<b>Midterm</b>
	Feb 19-25	WINTER BREAK (NO CLASSES)		
7	Feb 26-Mar 4	Segmenting, Targeting, Positioning	Chapter 7	
8	Mar 5-11	Product & Product Life Cycle	Chapters 8 & 9	Quiz #4
9	Mar 12-18	Pricing	Chapter 11	SWOT Assignment

10	Mar 19-25	Retailing	Chapter 13	Quiz #5
	Tuesday, March 21	Business Conference: No Class Tuesday		
11	Mar 26-Apr 1	Place (Distribution)	Chapter 12	
12	Apr 2-8	IMC Part 1 and Part 2	Chapters 14 & 15	Quiz #6
	Apr 11	Review		

## **STUDENT RESPONSIBILITIES:**

### **Attendance:**

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

### **Professional Behavior:**

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

### **Time Management:**

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all three websites regularly.

### **Cell Phones:**

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time.

### **Recording:**

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

**Email:**

Students may contact the instructor by email or phone. Emails will be answered **within three business days, no emails will be answered before/after business hours.** Email correspondence to your instructor must be sent from your NWP student email account.

**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 Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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