



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2016

BA 1090 EC – INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS

Instructor Bill Corcoran

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Office E 307

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Office Distance course – please

Hours e-mail for assistance

Prerequisite:

None

Required Text/Resource Materials:

- Tuckwell and Jaffey. *Think Marketing*, 2nd ed. Scarborough:Prentice-Hall, 2016.
- BA 1090 GPRC Moodle Site – access through www.gprc.ab.ca

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.

Credit/Contact Hours:

3(3-0-0) 45 hours

Transfer Information:

BA 1090 transfers as the follows:

- [Athabasca University: MKTG 396 \(3\)](#)
- [Canadian University College: BUAD 210 \(3\)](#)
- [Concordia University College of Alberta: BUS 1xx \(3\)](#)
- [King's University College, The: BUSI 369/2xx \(6\)](#)
- [MacEwan University: MARK 301 \(3\)](#)
- [SAIT Polytechnic: MKTG 260 \(3\)](#)
- [University of Alberta: MARK 1xx \(3\) OR AUMGT 1xx \(3\)](#)
- [University of Calgary: Jr. Management \(3\)](#)
- [University of Lethbridge, The: MGT 2020 \(3\)](#)

Please note: Many universities will not accept courses for transfer with grades of D or D+. Also note, BA 1090 may transfer as part of a block transfer in a 2+2 degree completion program. Contact the receiving institution for details



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Delivery Mods:

Distance Education – Using the course textbook and supplementary materials posted on the GPRC Moodle learning site for the course, you will read, complete learning activities, take online tests, and submit a few written assignments to learn the material for this course.

Course Objective:

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).

Course 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.

Grading Criteria:

| | |
|---|-----|
| Online Quizzes – Best 5 of 6 count | 30% |
| Assignments - (Ass. 1 – 10%, Ass. 2 and 3 – 15% each) | 40% |
| Final Exam – supervised at GPRC or equivalent | 30% |



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Grades will be assigned based on the following chart:

**Business Administration and Commerce Department
Grading Conversion Chart**

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Designation |
|--------------------|---------------------------|------------------------------|-----------------------------|
| A+ | 4 | 90 – 100 | EXCELLENT |
| A | 4 | 85 – 89 | |
| A- | 3.7 | 80 – 84 | FIRST CLASS STANDING |
| B+ | 3.3 | 76 – 79 | |
| B | 3 | 73 – 75 | GOOD |
| B- | 2.7 | 70 – 72 | |
| C+ | 2.3 | 67 – 69 | SATISFACTORY |
| C | 2 | 64 – 66 | |
| C- | 1.7 | 60 – 63 | |
| D+ | 1.3 | 55 – 59 | MINIMAL PASS |
| D | 1 | 50 – 54 | |
| F | 0 | 0 – 49 | FAIL |

The Details

Online Quizzes

To gauge your ongoing understanding of course material, a series of six online quizzes are scheduled, approximately one every two weeks. Each quiz will contain 15 or so multiple choice questions. These quizzes are timed and open book. Your best 5 grades out of the 6 quizzes will count towards 30% of your final grade.



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Assignments

Three assignments will measure your ability to apply marketing concepts to real-life marketing situations. The first assignment is worth 10% of your final grade; the other two are worth 15%. You will word process your answers for the assignments and e-mail your work to me for grading by the assigned due date.

Final Exam

The final exam will cover material from the entire course. Half of the exam will be a case study question. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The final exam is worth 30% of your course grade.

Grande Prairie and area students will make arrangements to write the final at GPRC during normal business hours. Students outside of the Peace Country will make alternate arrangements to write this supervised final exam.



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Class Schedule

| Week | Text/Read | Topic | Test/Due By |
|---------|---|---|---------------------------|
| 0 | Moodle - Course Information/Course Document Module | Course Familiarization | |
| 1 | Moodle – <i>The Big Picture</i> PPT and Ch. 1 Notes | The Big Picture | |
| 2 | Text – Ch. 1 | Contemporary Mktg. | Quiz 1- Jan. 24 |
| 3 | Moodle – Macro Environmental Trends, SWOT Analysis, Ch. 2 Notes Text – Ch. 2 | Marketing Environment, SWOT Analysis | |
| 4 | Moodle – Ch. 7 Notes Text – Ch. 7 | Marketing Planning | Assignment 1 due – Feb. 7 |
| 5 | Moodle – Ch. 6 notes Text – Ch. 6 | Segmentation and Targeting | Quiz 2 - Feb. 14 |
| 6 | Moodle – Ch.4 Notes Text – Ch. 4 | Consumer Behavior | |
| 7 | Moodle – Ch.3 Notes, Ch. 5 Notes Text – Ch. 3 and Ch. 5 | Marketing Research. Business to Business | Quiz 3 – Feb. 28 |
| 8 and 9 | Moodle – Brand Handout, Ch.8 Notes, Ch.9 Notes Text – Ch.8 and Ch.9 | Product | Quiz 4 – Mar. 13 |
| 10 | Moodle – Ch.12 notes Text – Ch. 12 | Place (Distribution) | Assignment 2 – Mar. 20 |
| 11 | Moodle – Ch. 10 and 11 Notes Text – Ch. 10 and Ch. 11 | Pricing | Quiz 5 – Mar. 27 |
| 12 | Moodle – Ch.14 Notes Text – Ch. 14 | IMC – Part 1 | |
| 13 | Moodle – Sales Promo Handouts, Ch. 15 Notes Text – Ch. 15 | IMC – Part 2 | Quiz 6 – Apr. 10 |
| 14 | Moodle – Final Exam Preparation | Review | Assignment 3 – Apr. 17 |
| 15 | | Final Exam | Final Exam on or |



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| | | | before Apr. 26 |
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Updated December 13, 2015