



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2016**

**BA1090 A2/VC: INTRODUCTION TO MARKETING – 3 (3-0-0) 45 HOURS**

**INSTRUCTOR:** Doris Hoveland                      **PHONE:** (780) 539-2824  
**OFFICE:** E309    **E-MAIL:** [dhoveland@gprc.ab.ca](mailto:dhoveland@gprc.ab.ca)  
**OFFICE HOURS:** Tuesday & Thursday 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 customer's needs are covered.

**PREREQUISITE(S)/COREQUISITE:**

None

**REQUIRED TEXT/RESOURCE MATERIALS:**

Armstrong, G., Kotler, P. T., Trifts, V., Buchwitz, L. A., & Gaudet, D. (2017). *Marketing: An Introduction* (6th Canadian 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:**

Athabasca University  
 Augustana Faculty, University of Alberta  
 Canadian University College  
 Concordia University College  
 MacEwan University  
 University of Alberta  
 University of Calgary  
 University of Lethbridge  
 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	Marketing: Creating and Capturing Customer Value	Chapter 1
2	Company and Marketing Strategies: Relationships	Chapter 2
3	Sustainable Marketing, Social Responsibility, and Ethics	Chapter 3
4	Analyzing the Marketing Environment	Chapter 4
5	Segmentation, Targeting, and Positioning	Chapter 7
6	Understanding Consumer and Business Buyer Behaviour	Chapter 6
7	Managing Marketing Information to Gain Customer Insights	Chapter 5
8	Developing and Managing Products and Services	Chapter 8
9	Brand Strategy and Management	Chapter 9
10	Marketing Channels	Chapter 11
11	Pricing: Understanding and Capturing Customer Value	Chapter 10
12	Communication Customer Value: Advertising and Public Relations	Chapter 13
13	Personal Selling and Sales Promotions	Chapter 14
14	Direct, Online, Social Media, and Mobile Marketing	Chapter 15
15	Review	

## STUDENT RESPONSIBILITIES:

### Attendance:

Regular attendance is critical for success in this course. Attendance includes arriving to class on time and being prepared by having assigned homework and readings completed.

### Assignments:

Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10%.

### 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. **No rewrites will be given on missed quizzes.**

## 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.