



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2019

BA 1090 B3 – INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS

**Instructor** Craig Cherwak

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**Office** Tues 1 – 2 pm Wed 11:30 to

**Hours** 12:30 pm

### **Prerequisite:**

None

### **Required Text/Resource Materials:**

- Tuckwell and Jaffey. (2019). *Think Marketing (3<sup>rd</sup> ed)*. Pearson Canada Inc.  
(Note: This is an e-text with an online subscription to the MyLab Marketing site. You will need to purchase a subscription to take the course. The GPRC bookstore will help you order the text. The subscription includes an option to purchase a printed copy of the text.)
- BA 1090 GPRC Moodle Site – access through [www.gprc.ab.ca](http://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 Informatio**

BA 1090 transfers as the follows:

[Athabasca University: MKTG 396 \(3\)](#)

[Bow Valley College: MKTG 1101 \(3\)](#)

[Burman University: BUAD 210 \(3\)](#)

[Concordia University of Edmonton: MARK 201 \(3\)](#)

[King's University, The: BUSI 369 \(3\)](#)

[MacEwan University: MARK 301 \(3\)](#)

[University of Alberta: MARK 1xx \(3\) OR AUMGT 1xx \(3\)](#)

[University of Lethbridge, The: MGT 2020 \(3\)](#)

(Information retrieved from [www.transferalberta.alberta.ca](http://www.transferalberta.alberta.ca) on July 27, 2018)

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 Modes:**

Class time will be comprised of lectures and discussion and the use of powerpoint slides. There will be some in class group work.

### **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	20%
Assignment	20%
Mid Term	15%
Presentation	15%
Final Exam	30%



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Grades will be assigned based on the following chart:

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

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **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 20% of your final grade.



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### **Assignment**

The assignment will measure your ability to apply marketing concepts to real-life marketing situations. You will word process your answers for the assignments and e-mail your work to me for grading by the assigned due date.

### **Presentation**

There will be one group assignment presentation where individuals are to work collaboratively in a group setting and then present their assignment.

### **Mid Term Exam**

There will be one group assignment presentation where individuals are to work collaboratively in a group setting and then present their assignment.

### **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.



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### Class Schedule

Week	Text/Read	Topic	Test/Due By
0	Moodle - Course Information/Course Document Module	Course Familiarization	
1	Text – Ch. 1 Moodle – Handouts, Videos, Activities	Contemporary Mktg.	Quiz 1- Jan. 19
2	Text – Ch. 2 Moodle – Handouts, Videos, Activities	Marketing Environment, SWOT Analysis	
3	Text – Ch. 3 Moodle – Handouts, Videos, Activities	Marketing Planning	Assignment 1 due – . Feb. 3
4	Text – Ch. 7 Moodle – Handouts, Videos, Activities	Segmentation and Targeting	Quiz 2 - Feb. 10
5	Text – Ch. 5 Moodle – Handouts, Videos, Activities	Consumer Behavior	
6	Text – Ch. 4 Moodle – Handouts, Videos, Activities	Marketing Research.	Assignment 2 – Feb . 24
7	Text – Ch. 6 Moodle – Handouts, Videos, Activities	Business to Business	Quiz 3 – Mar. 3
8	Text – Ch. 8 and 9 Moodle – Handouts, Videos, Activities	Product	Quiz 4 – Mar. 10
9	Text – Ch. 12 and 13 Moodle – Handouts, Videos, Activities	Place (Distribution) and Retailing	
10	Text – Ch. 11 Moodle – Handouts, Videos, Activities	Pricing	Quiz 5 – Mar. 24
11	Text – Ch. 14 Moodle – Handouts, Videos, Activities	IMC – Part 1	
12	Text – Ch. 15 Moodle – Handouts, Videos, Activities	IMC – Part 2	Quiz 6 – Apr. 7
13	Moodle – Final Exam Preparation	Review	Assignment 3 – Apr. 14
14		Final Exam	Final Exam on or before Apr. 27

December 10, 2018