

Fast Track

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

GRANDE PRAIRIE
LIBRARY
REGIONAL COLLEGE
JAN 22 1998

BA 1090 - INTRODUCTION TO MARKETING
Winter 1998

Instructor: Carmen Haakstad
Office Hours: after class
or by appointment

Telephone: 539-2900 (leave a message)

TEXT: Tuckwell, Keith J. Canadian Marketing in Action, 3rd ed.
Scarborough: Prentice-Hall, 1996

PREREQUISITE: None

COURSE DESCRIPTIONS: The development of a strategic model and its implementation is the prime focus for this introductory course. Using the principles of product, price, promotion, and place, plus the crucial importance of the consumer, students will develop analytical skills.

- COURSE OBJECTIVES:**
- To acquaint students with terminology and fundamental concepts of marketing.
 - To solve business problems.
 - To acquaint students with techniques used in defining and selecting target markets.
 - To scope elements of buyer behaviour.
 - To survey the components of the marketing mix to outline how the marketing mix relates to target markets..
 - To apply learning via case method.
 - To expose students to group work.

**COURSE
POLICY:**

1. Attendance: To get the most out of this course, regular attendance and participation in class activities is required. 15% of the course grade will be determined by class attendance.
2. Assignments are due at the beginning of class on the due date. Assignments may be handed in early; but 20% per day will be deducted for each day the assignment is late.
3. No make ups on missed exams. Percentage of the missed exam will be added to the final exam.
4. Academic dishonesty - refer to page 19 of the college calendar.
5. All major assignments must be completed in order to complete this course.

GRADING:

Assignments, Quizzes	30%
Midterm Exam	20%
Final Exam	35%
Class Participation	15%