



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2017**

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

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** (780) 539-2221  
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**OFFICE HOURS:** T/Th. 12:30-2pm 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:**

Tuckwell, K. & Jaffey, M. (2016). *Think Marketing* (2nd ed.). Toronto, Ontario: Pearson Canada Inc.  
For this course, you will also need to purchase a **Marketing Simulation** from the Cashier in the **Bookstore**.

**DELIVERY MODE(S):**

The class work will be comprised of lectures, class discussions, online simulation, 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: MKTG 396 (3)  
Bow Valley College: MKTG 1101 (3)  
Burman University: BUAD 210 (3)  
Concordia University of Edmonton: MARK 201 (3)  
King's University: BUSI 369/2xx (6)  
MacEwan University: MARK 301 (3)  
SAIT: MKTG 260 (3)  
University of Alberta: MARK 1xx (3) OR AUMGT 1xx (3)  
University of Lethbridge: MGT 2020 (3)

(Information retrieved from [www.alis.alberta.ca](http://www.alis.alberta.ca) on August 23, 2017)

Please note: BA 1090 may also transfer as part of a block transfer in a 2+2 degree completion program.  
Contact the receiving institution for details.

**\*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.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineearch.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 – Best 5 of 6 count	20%
SWOT Assignment	10%
Simulation exercise	20%
Midterm	20%
Final Examination	30%

## 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	Text/Read	Topic	Test/Due By
Aug. 31(Th)	Moodle - Course Information/Course Document Module	Course Familiarization	
Sept. 5 & 7	Moodle – <i>The Big Picture</i> PPT and Ch. 1 Notes	The Big Picture	
Sept. 12 & 14	Text – Ch. 1	Contemporary Mktg.	
Sept. 19 & 21	Moodle – Macro Environmental Trends, SWOT Analysis, Ch. 2 Notes Text – Ch. 2	Marketing Environment, SWOT Analysis	Quiz 1
Sept. 26 & 28	Moodle – Ch. 7 Notes Text – Ch. 7	Marketing Planning	Assignment 1 due – Oct. 1
Oct. 3 & 5	Moodle – Ch. 6 notes Text – Ch. 6	Segmentation and Targeting	
Oct. 10 & 12	Moodle – Ch.4 Notes Text – Ch. 4	Consumer Behavior	Quiz 2
Oct. 17 & 19	Moodle – Ch.3 Notes, Ch. 5 Notes Text – Ch. 3 and Ch. 5	Marketing Research. Business to Business	Mid-Term scheduled for October 17
Oct. 24 & 26; Oct.31 & Nov.2	Moodle – Brand Handout, Ch.8 Notes, Ch.9 Notes Text – Ch.8 and Ch.9	Product	Quiz 3
Nov. 7 (Tu)	Moodle – Ch.12 notes Text – Ch. 12	Place (Distribution)	Quiz 4
Nov. 14 & 16	Moodle – Ch. 10 and 11 Notes Text – Ch. 10 and Ch. 11	Pricing	
Nov. 21 & 23	Moodle – Ch.14 Notes Text – Ch. 14	IMC – Part 1	Quiz 5
Nov. 28 & 30	Moodle – Sales Promo Handouts, Ch. 15 Notes Text – Ch. 15	IMC – Part 2	
Dec. 5 & 7	Moodle – Final Exam Preparation		Quiz 6
		Final Exam	Sometime between Dec. 9 and 19

The above schedule is a guide only and can change depending on circumstances.

## **STUDENT RESPONSIBILITIES:**

### **Attendance:**

Regular attendance is critical for success in this course. Students are expected to arrive on time and remain for the duration of scheduled classes and related activities.

### **Assignments and Quizzes:**

- Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.
- The SWOT assignment and simulation exercise must be completed to pass BA1090.
- **No rewrites will be given on missed quizzes and the Mid-term. If there is an excusable absence for missing the Mid-term, the weighting of the missed exam will be added onto the final exam weighting.**

## **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.