



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Winter 2025

#### BA1090 (EC): Introduction to Marketing– 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Andrew Grieve-Gehring, **PHONE:** (780) 203-4567  
MBA  
**OFFICE:** N/A **E-MAIL:** AGehring@nwpolytech.ca  
**OFFICE HOURS:** Please email me to book a Microsoft Teams Meeting

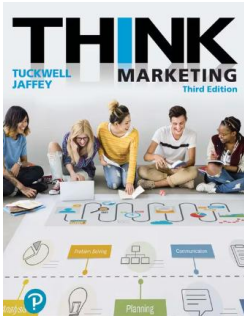
All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar).

#### 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. and Jaffey, M. (2019). *Think Marketing* (3rd ed). Pearson Canada Inc.  
ISBN: 9780134834344

NOTE: This is an e-text, if you would like a paper copy of the text, it is recommended that you purchase the e-access code and then order your paper copy through the available link once you log-in to the website.

Click here to purchase learning resources: <https://www.bkstr.com/nwpolytechstore/product/mylab-marketing-with-pearson-etext---standalone-access-card---for-think-marketing-398203-1>

Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61-120 minutes - \$25 USD

121 - 180 minutes - \$31 USD

### **DELIVERY MODE:**

Asynchronous (online)

This is a paced online self-study course. This type of course will be delivered online through NWP's learning management system. There are no set class times and students attend remotely and asynchronously.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

### **LEARNING OUTCOMES:**

Upon completion of this course the student will 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:**

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

\*\* 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:

Evaluation	Weighting
Quizzes (5)	10%
Mini Chapter Sims	10%
Midterm	30%
SWOT Assignment	15%
Final Exam	35%
Total	100%

### GRADING CRITERIA:

Grades will be assigned on the Letter Grading System. 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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 1	Jan 6 - 12	Course Information/Course Overview		Get E-textbook  Start to work on Chapter 1 and 2
Week 2	Jan 13 -19	Contemporary Marketing External Marketing Environment	Chapter 1 Chapter 2	
Week 3	Jan 20 -26	Marketing Strategy Marketing Intelligence	Chapter 3 Chapter 4	
Week 4	Jan 27 – Feb 2	Consumer Behaviour	Chapter 5	Quiz #1 (Ch. 1-4)
Week 5	Feb 3 - 9	Business-to-Business	Chapter 6	

<b>myClass Module</b>	<b>Week Start Date</b>	<b>Topic</b>	<b>Required Reading</b>	<b>Activity</b>
Week 6	Feb 10 - 16	Segmenting, Targeting, Positioning SWOT Assignment review	Chapter 7	<b>SWOT assignment review</b>  <b>Quiz #2 (Ch. 5-7)</b>
<b>Week 7</b>	<b>Feb 17 - 23</b>	<b>READING WEEK</b>		
Week 8	Feb 24 – Mar 2	Midterm	Chapter 1-7	<b>Midterm (Ch. 1-7)</b>
Week 9	Mar 3 – 9	Product Strategy Product Management	Chapters 8 Chapter 9	
Week 10	Mar 10 - 16	Pricing	Chapter 11	<b>Quiz #3 (Ch. 8-9)</b> <b>SWOT Assignment Due</b>
Week 11	Mar 17 - 23	Retailing	Chapter 13	
Week 12	Mar 24 - 30	Place (Distribution)	Chapter 12	<b>Quiz #4 (Ch. 11, 12 &amp;13)</b>
Week 13	Mar 31 – 6	IMC Part 2	Chapter 14	
Week 14	Apr 7 – 13	IMC Part 2	Chapter 15	<b>Quiz #5 (Ch. 14-15)</b>
Week 15	Apr 14 - 21	Finals Week		

**Important Dates:**

**February 17 – 23 – Reading Week**

**April 14 – 21 – Finals Week**

**STUDENT RESPONSIBILITIES:**

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all myClass and student e-mail regularly.

**Pearson My Lab platform:**

Students must manage and maintain their access to the Pearson MyLab platform to complete required coursework by the due date. See the policy below regarding late or missed assignments. Students should access support for the Pearson platform at: <https://support.pearson.com/getsupport/s/learners>

**Email:**

Email is the preferred option to communicate with your instructor. Email correspondence to your instructor must be sent from your NWP student email account. Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

**Policies:**

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- NWP Policies: [Northwestern Polytechnic administrative/academic policies](#)
- [NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy](#)

**STATEMENT ON ACADEMIC MISCONDUCT:**

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

\*\*Note: all Academic and Administrative policies are available on the same page.

**ADDITIONAL INFORMATION:****Quizzes**

- Quizzes will be delivered through myClass.
- It is the student's responsibility to follow all due dates associated with quizzes.
- There are no rewrites or extensions on quizzes.

**Assignments**

- All assignments must be submitted by the due date. Late assignments will only be accepted with prior consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- Assignments will be submitted as a Word document through myClass and may be subject to Turnitin plagiarism assessment and AI generators that help in detection of AI use.

**Midterm Exam:**

- The midterm will be done online before the given due date.

**Final Exam:**

- The final exam is cumulative.
- ***Final exams will be online and might be set for a certain time period and date – TBD***

- Do not plan activities during this period. Examinations will start at the scheduled time.
- Please see the Final Exam Policy for more details at:  
<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=37>

### Technology Requirements

- Computer and Internet Requirements:  
<https://www.nwpolytech.ca/students/techsupport/index.html>
- Microsoft 365 (free for NWP students)

### USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.
- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions [click here](#), and for video instructions [click here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam. When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, which states, “No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.” In addition, subsection 39(4) states, “A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

### Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their [Privacy Policy](#).

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.