



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2026

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: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Mondays 10 a.m. – 11:30 a.m. & Wednesdays: 2:30 p.m. – 4 p.m., or by appointment.
Best way to contact me: Email – mevans@nwpolytech.ca

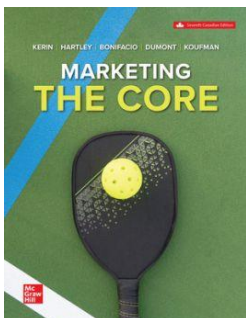
All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar). Emails that do not follow the above requirements will not be responded to.

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:



Kerin, R., Hartley, S., Bonifacio, A., Dumont, D., & Koufman, S., (2024).
Marketing: The Core (7th Canadian ed.) McGraw Hill.
ISBN: 1264839278 · 9781264839278

With Connect Access.

Students must have Connect access to complete assignments.

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. It can take a few days to receive your paper copy, so please do this at the start of the semester. If you have difficulty accessing the e-text, please contact McGraw Hill support.

Purchase learning resources at <https://www.nwpolytech.ca/bookstore>

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) – There are no set class times and students attend remotely and asynchronously. This is a paced, self-study course delivered entirely online using myClass and Connect. You will be evaluated several times throughout the course so that you can assess how you are doing as you work through the material. The SmartBooks, online activities, quizzes, and exams have specific due dates to help you finish the course on time.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings and activities 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
Weekly Quizzes	15%
Midterm	30%
Weekly online activities	15%
Final Exam and SWOT	40%
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 6-9	Marketing Fundamentals	Chapter 1	Get E-textbook
Week 2	Jan 12-16	The Marketing Environment	Chapter 2	
Week 3	Jan 19-23	Consumer Behaviour	Chapter 3	
Week 4	Jan 26-30	Market Research Marketing to Organizations	Chapter 4 Chapter 5	
Week 5	Feb 2-6	Segmentation, Targeting and Positioning	Chapter 6	

myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 6	Feb 9-13	Products and Brands	Chapter 7	
Week 7	Feb 16-20	Winter Break		
Week 8	Feb 23-27	Midterm – Wed., Feb 25 New Product Development	Chapter 8	Exam - Ch 1-7
Week 9	Mar 2-6	Pricing	Chapter 9	
Week 10	Mar 9-13	Marketing Channels and Supply Chains	Chapter 10	
Week 11	Mar 16-20	Retailing and Wholesaling	Chapter 11	
Week 12	Mar 23-27	IMC - The Mix, Trends and Industry	Chapter 12	
Week 13	Mar 30 – Apr 3	IMC – Promotional Tools	Chapter 13	
Week 14	Apr 6 – 10	Customer Relationship Management Strategic Marketing Planning	Chapter 14 Chapter 15	
Week 15	Apr 13 – 20	Last day of Classes April 13		

Important Dates:

February 25 - The midterm exam is scheduled for Wednesday, February 25.

- Please be sure to be available for this.

January 15 – Last Day to withdraw with a full refund.

March 31– Last Day to Withdraw

April 13– Last Day of Classes

April 16-23 – Final Exam Period

- Final examinations are scheduled by the registrar’s office. Do not plan any activities during the examination period.

STUDENT RESPONSIBILITIES:

Time Management:

The expectation is that students read the material and complete exercises. Adopting and adhering to effective learning habits in this course will likely take a great deal of time, and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and activities, as it is difficult to catch up.

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

Connect:

Students must manage and maintain access to the McGraw Hill Connect platform to complete required coursework by the due date. See the policy below regarding late or missed assignments. Students should access support for the Connect platform at:

<https://www.mheducation.com/highered/support/student/connect.html>

Email:

Email is the preferred option to communicate with your instructor. Emails will be answered **within three business days, no emails will be answered before/after business hours.** 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: <https://www.nwpolytech.ca/aboutpolytechnic-leadership/policies-directory>.
- [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/aboutpolytechnic-leadership/policies-directory>.

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

ADDITIONAL INFORMATION:**Quizzes**

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

Midterm Exam:

- The midterm is online and proctored via ProctorU (see below) during a scheduled class time (See tentative schedule above). Please be sure to be available for this.
- If you miss an exam, you will have a grade of 0 for that test, unless you have prior permission and a valid reason.

Final Exam:

- The final exam is cumulative.
- The final exam will be delivered online and proctored via ProctorU (see below).
- Final exams will be written as scheduled by the Registrar's office during the exam period. Do not plan activities during this period. Examinations will start at the scheduled time. Extra time will not be allotted to students who arrive late for an examination.
- Students who fail to report for a scheduled examination, and who do not qualify for a deferred examination, will receive a grade of 0 for the missed examination.
- Please see the Final Exam Policy for more details at:
<https://www.nwpolytech.ca/aboutpolytechnic-leadership/policies-directory>

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.

Technology Requirements

- Computer and Internet Requirements: <https://www.nwpolytech.ca/information-technology/technical-support>
- Microsoft 365 (free for NWP students)