



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2026

BA1090 (A2): 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: Tuesdays 1 p.m. – 2:30 p.m. & Wednesdays: 2:30 p.m. – 4 p.m., or [by booking an appointment](#).
Best way to contact me: Email – mevans@nwpolytech.ca

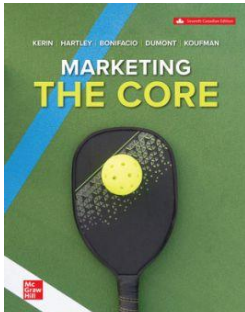
All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar). Emails that do not follow the above requirements will not be responded to.

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>

DELIVERY MODE:

On-campus (face-to-face) – This course will be delivered on campus in a specific location indicated on the student timetable. Students are expected to attend in person fully.

Theories and concepts will be presented through lectures, textbook readings, in-class activities, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with Connect. Assignments will help students apply the principles in a specific situation.

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
Quizzes (4)	20%
Midterm	25%
SWOT Assignment	10%
Weekly online and In-Class Activities	10%
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	Sept 2-4	Wed - Course Information/Course Overview Fri - Marketing Fundamentals	Chapter 1	Get E-textbook Complete Smartbook
Week 2	Sept 7-11	Wed - The Marketing Environment Fri - Consumer Behaviour	Chapter 2 Chapter 3	Complete Smartbooks
Week 3	Sept 14-18	Wed – Quiz #1 Fri - Market Research	Chapter 4	Quiz #1 (Ch. 1-3) Complete Smartbook

myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 4	Sept 21-25	Wed - Marketing to Organizations Fri - Segmentation, Targeting and Positioning	Chapter 5 Chapter 6	Complete Smartbooks
Week 5	Sept 28 – Oct 2	Wed - No Class – National Day for Truth and Reconciliation Friday - Quiz #2		Quiz #2 (Ch. 4-6)
Week 6	Oct 5-9	Wednesday - Products and Brands	Chapter 7	Complete Smartbook
Week 7	Oct 12-16 No Classes – Monday Oct 13 - Thanksgiving	Wednesday – New Product Development Friday - Midterm Review	Chapter 8	Complete Smartbook
Week 8	Oct 19-23	Wed - Midterm Fri – Pricing	Chapter 9	Midterm (Ch. 1-8) Complete Smartbook
Week 9	Oct 26-30	Wed / Fri- Marketing Channels and Supply Chains	Chapter 10	Complete Smartbook
Week 10	Nov 2-6	Wed - Retailing and Wholesaling Fri – Quiz #3	Chapter 11	Quiz #3 (Ch. 9-11) Complete Smartbook
Week 11	Nov 9-14	Fall Break – No Classes		
Week 12	Nov 16-20	Wed - IMC – The Mix, Trends and Industry Fri - IMC – Promotional Tools	Chapter 12 Chapter 13	Complete Smartbooks
Week 13	Nov 23-27	Wed- IMC – Promotional Tools (cont.) Fri - Customer Relationship Management	Chapter 13 Chapter 14	Complete Smartbooks
Week 14	Nov 30 - Dec 4	Wed – Quiz #4 Fri - Strategic Marketing Planning	Chapter 15	Quiz #4 (Ch. 12 -14) Complete Smartbook

myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 15	Dec 7-11 Last day of Classes Dec 9	Wed - SWOT - Assignment		SWOT assignment

Important Dates:

September 14 – Last Day to withdraw with a full refund.

November 27 – Last Day to Withdraw

December 9 – Last Day of Classes

December 12-19 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Arriving late or leaving class is treated as an absence. You must be marked in attendance to earn marks for in-class activities. Students with absences in excess of 6 classes may be refused permission to take the final exam. For more information, please refer to the Final Examination Policy at

<https://www.nwpolytech.ca/aboutpolytechnic-leadership/policies-directory>.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. 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 problems as it is difficult to catch up.

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

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screenshots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

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:**Weekly Online and In-Class Activities**

- There are weekly Smartbook activities accessed via myClass along with in-class activities.
- Smartbooks must be completed on your own by the due date posted to receive grades.

- Students must be present in class to receive grades for the in-class activities.
- The three lowest grades for Smartbooks and InClass activities will be dropped. This allows you to miss up to three Smartbooks and/or In-Class activities without affecting your grade. These will show up in your myClass grades as “dropped.”

Quizzes

- Quizzes will be delivered in-class on paper.
- It is the student’s responsibility to follow all due dates associated with quizzes.
- There are no rewrites or extensions on quizzes.

SWOT Assignment

- The SWOT Assignment is completed in class during the scheduled class time. Please be sure to be present for this. If you miss the assignment, you will have a grade of 0 for that assessment unless you have prior permission and a valid reason.

Midterm Exam:

- The midterm is held in-class during the scheduled class time. Please be sure to be present 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 and is 2 hours in duration.
- 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>

Technology Requirements

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