



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2020

BA 1090 SECTION A2 – INTRODUCTION TO MARKETING – 3(3-0-0) 45 HRS 15 WKS

Instructor Richard Beeson

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Office TR 13:00 - 14:30

Hours or by appointment

CLASS SCHEDULE: Monday 13:00 – 14:20 ; Friday 11:30 – 12:20

CLASSROOM: Online

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. (2018). *Think Marketing* (3rd ed.). Toronto, Ontario: Pearson Canada Inc.

FALL 2020 DELIVERY

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. **Students must have a computer with a webcam and reliable internet connection.** Technological support is available through helpdesk@gprc.ab.ca.

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.



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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 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/onlineSearch.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 1/6 th each		20%
Presentations	2@10%	20%
Midterm 1		15%
Midterm 2		15%
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



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The Details

Online Quizzes

To gauge your ongoing understanding of course material, a series of six online quizzes are scheduled, approximately one every two weeks. Each quiz will contain 50 or so multiple choice questions. Your best 5 grades out of the 6 quizzes will count towards 20% of your final grade.

Presentations:

There will be two fifteen minute group presentations. Presentations may be of a topic of interest in a chapter, or of a case at the end of a chapter. They will consist of a fifteen minute presentation and ten minutes for questions.

Mid-Term Exams

The mid-terms will cover Chapters identified in the course schedule. A variety of questions (i.e. multiple choice, short and long answer, etc.) will make up the mid-terms. Each mid-term exam is worth 15% of your course grade.

Final Exam

The final exam will cover material from the entire course. Half of the exam will be a case study question. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The final exam is worth 30% of your course grade.

The final exam will be scheduled during the regular final exam period from Dec. 11 to 19 inclusive. Please ensure that you do not have or make commitments that will interfere with completing this part of the course.



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Class Schedule

Week	Chapter	Topic	
September 04		Course Introduction	
September 07		Labour Day	
September 11	1	Contemporary Marketing	
September 14	2	External Marketing Environment	
September 18		Presentation	Quiz 1,2
September 21	3	Strategic Market Planning	
September 25		Presentation	
September 28	4	Marketing Intelligence	
October 02		Presentation	Quiz 3,4
October 05	5	Consumer Buying Behaviour	
October 09		Presentation	Quiz 5
October 12		Thanksgiving	
October 13-16		Fall Break	
October 19	6	Business To Business Marketing	
October 23			Midterm 1-6
October 26	7	Market Segmentation and Targeting	
October 30		Presentation	
November 02	8	Product Strategy	
November 06		Presentation	Quiz 7,8
November 09	9	Product Management	
November 13		Presentation	
November 16	10	Services and Not for Profit Marketing	
November 20		Presentation	Quiz 9,10
November 23	11	Pricing Decisions	
November 27		Presentation	
November 30	13	Retailing	
December 04	14	Integrated Marketing Communications	Quiz 11,13
December 07			Midterm 7-14
December 09		Last Day of Classes	
December 11 - 19		Final Exams	

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



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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.

Updated August 19, 2020