



Grande Prairie Regional College – Department of Business – Course Outline
BA 1090 D3 3(3-0-0) UT 45 Hours
Introduction to Marketing
Winter 2015

Credits: 3

Hours: 45 hours (3-0-0)

Description: This course provides an introduction to marketing. The principles of product, price, promotion, and place along with understanding customers' needs are covered.

Pre-requisite: None

Transferability: This course transfers to a number of universities as a 2000-level marketing or business course OR an introductory marketing course. Consult the receiving institution for specific transfer details.

Instructor: Jonathan Verhesen

Contact: Room K220 – 780-539-2211 – jverhesen@gprc.ab.ca

Office Hours: By appointment.

Text: Tuckwell, Keith J. *THINK Marketing*. Don Mills, ON: Pearson Education Canada, 2013.
In addition, you'll need to download, print, and read a variety of supplementary handouts on the BA 1090 Moodle site.

Text Usage: We'll use the Tuckwell text quite extensively. This is a new text and it's a major revision from the previous Tuckwell texts. If you can find an earlier Tuckwell text for a good price, you might be able to get by, but I recommend that you buy the new book.

Grading: 5% Marketing Fundamentals Test (Jan 20)

20%* Assignment 1 (Feb 10)

20%* Assignment 2 (Mar 24)

20%* Assignment 3 (Apr 7)

**Best 2 out of 3 will count towards for your final grade*

20% Mid Term Exam (Mar 5)

35% Final Exam (TBA – Exam Period Apr 16-27)

Final Grade: This course will use the standard GPRC grading scheme

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	
C+	2.3	67-69	Satisfactory
C	2.0	64-66	
C-	1.7	60-63	
D+	1.3	55-59	Minimal Pass
D	1.0	50-54	
F	0.0	0-49	Fail



Grande Prairie Regional College – Department of Business – Course Outline
BA 1090 D3 3(3-0-0) UT 45 Hours
Introduction to Marketing
Winter 2015

Course Schedule:

Week 1 – Jan 6 and 8 – COURSE OUTLINE/MARKETING FUNDAMENTALS (Visual Model)

- Introduction and Course Outline
- Marketing Fundamentals (Visual Model)

Week 2 – Jan 13 and 15 – MARKETING FUNDAMENTALS/MARKETING OVERVIEW

- Marketing Fundamentals
- Marketing Overview (Read Chapter 1)

Week 3 – Jan 20 and 22 – MARKETING OVERVIEW/MARKETING ENVIRONMENT

- Marketing Overview
- Marketing Environments (Read the Marketing Environment Handouts and Chapter 2)
- DUE: Marketing Fundamentals Quiz (Jan 20)

Week 4- Jan 27 and 29 – MARKETING INTELLIGENCE/SWOT ANALYSIS

- Marketing Intelligence (Read Chapter 3)
- SWOT Analysis (Read the SWOT Analysis Handouts)

Week 5 – Feb 3 and 5 – SWOT ANALYSIS/CONSUMER DECISION MAKING PROCESS

- SWOT Analysis (continued)
- Consumer Decision Making Process (Read first part of Chapter 4)

Week 6 – Feb 10 and 12 – CONSUMER BEHAVIOUR

- Consumer Behaviour (Read last part of Chapter 4)
- DUE: Assignment 1 (Feb 10)

Week 7 - Reading Week

Week 8 – Feb 24 and 26 – MARKETING SEGMENTATION

- Marketing Segmentation (Read Chapter 6 and handouts)

Week 9 – Mar 3 and 5 – MARKETING PLANNING/MARKETING STRATEGY

- Marketing Planning/Marketing Strategy (Read Chapter 7 and handouts)
- DUE: Midterm 2 (Mar 5)

Week 10 – Mar 10 and 12 – PRODUCT MANAGEMENT/PRODUCT LIFE CYCLE

- Product (Read Chapter 8 and Brand Handouts)
- Product Life Cycle (Read Chapter 9 – p 187-195)

Week 11 – Mar 17 and 19 –PRICE

- Price (Chapters 10 and 11)



Grande Prairie Regional College – Department of Business – Course Outline
BA 1090 D3 3(3-0-0) UT 45 Hours
Introduction to Marketing
Winter 2015

Week 12 – Mar 24 – B2B

- B2B Marketing (Read Chapter 5)
- DUE: Assignment 2 (Mar 24)

Course Schedule:

Week 12 – Mar 26 – DISTRIBUTION/RETAILING

- Distribution (Read Chapter 12)
- Retailing (Read Chapter 13)

Week 13 – Mar 31 and Apr 2 - INTEGRATED MARKETING COMMUNICATION – Part 1

- IMC and Communications Planning (Read Chapter 14)
- Traditional Media
- Interactive and Social Media

Week 14 – Apr 7 and 9 – INTEGRATED MARKETING COMMUNICATION – Part 2

- Sales Promotion, Public Relations, Experiential Marketing, Personal Selling (Read Chapter 15)
- DUE: Assignment 3 (Apr 7)

Week 15 – Apr 14– Catch up/Final Exam Prep

- Take Home Case Study for Final Exam will be posted on Moodle
- Final Exam Preview

Final Exam – April 16 to 27 to be scheduled by the Registrar