

## DEPARTMENT BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Fall 2022

#### **MK3960(A3): 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:** Mandy Ingraham                      **PHONE:** 780-539-2876  
**OFFICE:** C206    **E-MAIL:** aingraham@nwpolytech.ca  
**OFFICE HOURS:** Monday 1:00pm-2:30pm/Thursday 11:00am-12:30pm

**CALENDAR DESCRIPTION:** This course explores all aspects of marketing, with a particular emphasis on the consumer, the "people" component of the definition.

**PREREQUISITE:**  
EC1010

**REQUIRED TEXT/RESOURCE MATERIALS:** Tuckwell, K. and Jaffey, M. (2019). *Think Marketing* (3rd ed). Toronto, Ontario: Pearson Canada Inc.

**NOTE:** This is an e-text with an online subscription to the MyLab website, which has several different study tools that can help you with your learning process. You will also be taking some of your tests in MyLab. 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 try an alternative web browser.

For device, software, and network requirements, please visit the following link:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

**DELIVERY MODE(S):** MK3960 consists of three hours of lecture per week. Attend On-Campus, In-Person.

**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:**

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.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:**

|                     |      |
|---------------------|------|
| Presentation        | 10%  |
| Assignment          | 10%  |
| Quizzes (4 @ 3.75%) | 15%  |
| Midterm (2@15%)     | 30%  |
| Final Exam          | 35%  |
| Total               | 100% |

**\*In order to receive credit for MK 3960, you must achieve 50 percent on the final examination, and a course composite grade of at least D (50%).**

You are strongly encouraged to complete all exercises, assignments, quizzes, and exams. A grade of zero (0) will be assigned for any of these that are missed. Late assignments will have a 10% reduction per day. Turnitin plagiarism detecting software may be used in this course. Unexcused absences for the

midterm will earn a grade of zero. For excused absences, the weighting of the test may be transferred to the final exam at the instructor's discretion. No re-writes will be granted for missed exams or unsuccessful attempts.

### 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                 |

### COURSE SCHEDULE/TENTATIVE TIMELINE:

| Week Beginning          | Topic  | Chapter | Activities                   |
|-------------------------|--|---------|------------------------------|
| Week 1: (Sept 1-4)      | myClass - Course Information/Course Overview                                 |         |                              |
| Week 2: (Sept 5-11)     | Contemporary Marketing   | 1,2     |                              |
| Week 3: (Sept 12-18)    | External Marketing Environment   | 2       | Quiz #1                      |
| Week 4: (Sept 19-25)    | Marketing Strategy   | 3       |                              |
| Week 5: (Sept 26-Oct 2) | Marketing Intelligence<br>Sept 30 <sup>th</sup> : Truth & Reconciliation Day | 4       | Quiz #2                      |
| Week 6: (Oct 3-9)       | Consumer Behaviour/Midterm #1  | 5       | Midterm #1 (Chpt 1-4)        |
| Week 7: (Oct 10-16)     | FALL BREAK (NO CLASSES)  |         |                              |
| Week 8: (Oct 17-23)     | Segmenting, Targeting, Positioning/Review                                    | 7       |                              |
| Week 9: (Oct 24-30)     | Product Life Cycle   | 8,9     | Quiz #3/ Assignment Due      |
| Week 10: (Oct 31-Nov 6) | Product Strategy/Services (NFP's)  | 10, 13  |                              |
| Week 11: (Nov 7-13)     | Midterm #2   |         | Midterm #2 (Chpt 5,7,8,9,10) |
| Week 12: (Nov 14-20)    | B2B  | 6       |                              |
| Week 13: (Nov 21-27)    | Pricing  | 11      |                              |
| Week 14 (Nov 28-Dec 4)  | IMC Part 1 and Part 2  | 14,15   | Quiz #4                      |
| Week 15: (Dec 5-12)     | Presentations/Last day of classes  |         |                              |

### STUDENT RESPONSIBILITIES:

#### Attendance:

There is a strong correlation between regular attendance and overall course performance. Students are encouraged to attend all lectures. If you miss a class, it is your responsibility to learn the material on your own. Failure to do so may result in removal from the session.

**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 behaviour becomes disruptive.

**STUDENT RIGHTS AND RESPONSIBILITIES:**

Please review the Student Rights and Responsibilities Policy saved in myClass for details of all student rights, student responsibilities, academic grievance, academic misconduct, and non-academic misconduct.

**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 Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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