



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2019

BA 1090 (A2): Introduction to Marketing – 3 (3-0-0) 45 Hours for 15 Weeks

INSTRUCTOR: Breianne Renyk

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OFFICE HOURS: Tuesday 2:30 PM – 4:30 PM & Friday 9:00 AM – 11 AM

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 and Jaffey. (2019). *Think Marketing (3rd ed)*. Pearson Canada Inc.

(Note: This is an e-text with an online subscription to the MyLab Marketing site.)

DELIVERY MODE(S):

The course work includes lectures, class discussions, hands-on exercises, online components, assignment(s), and content review(s).

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.

TRANSFERABILITY:

Athabasca University: MKTG 396 (3)	King’s University College: BUSI 369 (3)
Bow Valley College: MKTG 1101 (3)	Grant MacEwan University: MARK 301 (3)
Burman University: BUAD 210 (3)	University of Alberta: AUMGT (unspecified)
Concordia University of Edmonton: MARK 201 (3)	University of Regina: BUS 210 (3)
University of Lethbridge: MGT 2020 (3)	
Updated in September, 2019. Please consult the Alberta Transfer Guide for more information.	Other (transfers in combination with other courses or to other institutions).

***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.transferralberta.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:

Basics Test: September 19 th , 2019	10%
Assignment 1: October 1 st , 2019	10%
Mid-term Exam: October 24 th , 2019	25%
Assignment 2: November 7 th , 2019	10%
Assignment 3: November 28 th , 2019	10%
Final Exam: on or before December 20, 2019	35%
	100%

In order to receive credit for BA 1090, you must achieve a 50 percent (50%) on the final examination, and a course composite grade of at least D (50%). You are strongly encouraged to complete all assignments and quizzes; you will receive a zero (0) for any missed assignments, quizzes and exams if not completed by the assigned deadline or in attendance.

- **Basics Test:** You will complete a short quiz (multiple choice + word bank) on the material we will have covered in the first two classes. This assessment is worth 10% of your course grade.
- **Assignments:** Three assignments will measure your ability to apply marketing concepts to real-life marketing situations. Each is worth 10% of your final grade.
- **Mid Term:** The mid-term exam will cover the topics addressed in Chapters 1 to 5 and Chapter 7 in your text book. The format will include multiple choice, word bank, and short answer questions. The mid-term is worth 25% of your final grade.
- **Final Exams** 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 35% of your course grade. You must achieve a grade of 50% or better on the final exam in order to pass the course. Exams will be written on or before December 20th, 2019 and are scheduled by the Registrar.

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	Text/Read	Topic	Test/Due By
0	Moodle - Course Information/Course Outline	Course Outline + The Basics	
1	Moodle – Ch. 1 Text – Ch. 1	Contemporary Mktg	
2	Moodle – Various resources + Ch. 2 Notes Text – Ch. 2	Marketing Environment, SWOT Analysis	Basics Quiz: Sep 19, 2019
3	Moodle – Various resources + Ch. 3 Notes Text – Ch. 3	Marketing Strategy	

4	Moodle – Various resources + Ch. 4 notes Text – Ch. 4	Marketing Intelligence	Assignment 1: October 1, 2019
5	Moodle – Various resources + Ch.5 Notes Text – Ch. 5	Consumer Behavior	
6	Moodle – Various resources + Ch.7 Notes, Text – Ch. 7	Segmenting, Targeting, Positioning	
7	Moodle – Various resources + Ch.8 Notes, Text – Ch. 8	Midterm Test + Product	Midterm: October 24, 2019
8	Moodle – Various resources + Ch.9 Notes Text – Ch.9	Product + Product Strategy	
9	Moodle – Various resources + Ch.12 notes and Ch.13 notes Text – Ch. 12 and Ch. 13	Place (Distribution) + Retailing	Assignment 2: November 7, 2019
10	Moodle – Various resources + Ch. 6 Notes Text – Ch. 6	B2B	
11	Moodle – Various resources + Ch.11 and Ch. 14 Notes Text – Ch. 11 and Ch.14	Pricing + IMC – Part 1	
12	Moodle – Various resources + Ch.15 Notes Text – Ch.15	IMC Part 1 and Part 2	Assignment 3: November 28, 2019
13	Moodle – Various resources + Ch.15 Notes	IMC – Part 2	
14		Final Exam	Final Exam: on or before December 20, 2019

STUDENT RESPONSIBILITIES:

Participation & Attendance:

Regular attendance is critical to success in BA 1090. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed (see Moodle) and to complete the assigned readings, in-class work, and assigned homework. Assignments, hands-on exercises, capstones and exams not submitted in Moodle drop box by the *preset deadline* will have 10% deducted from the overall mark within each 24 hour period, up to a maximum of four days. **Assignments, hands-on exercises, capstones and exams that are *emailed after the fourth day of the preset in Moodle will not be accepted for grading.*** Unexcused absences during quizzes and/or tests will result in a grade of zero.

Students are expected to attend scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness or late to class may be treated as an absence when attendance is taken each class. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** For more information, please refer to the Academic Regulations on Debarred From Exams at https://www.gprc.ab.ca/files/forms_documents/20192020_CalendarFinal.pdf .

Time Management:

The expectation for this course is that students read/review the text material prior to class; see white text pages for concepts/theory. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in readings and exercises.

Course materials (course outline, schedule information, exercises, assignments, PowerPoints, etc.) and announcements will be available on Moodle and/or through GPRC Webmail. **Students are responsible for checking these websites regularly.**

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on the cell phone during class is therefore prohibited. **Cell phones must be turned off or set to silent mode during class.**

Recording:

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

Email

Students may contact the instructor by email or phone. Emails will be answered within one *business* day outside of stated office hours.

Email correspondence to your instructor must be sent from your GPRC 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.

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.

Plagiarism

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

Cheating

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- impersonation of another student in an examination or other class assignment.
- **absolutely no examination materials may be removed from the examination room.** All scrap papers, answer forms and examination question sheets must be returned to the instructor.

If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.