



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION  
COURSE OUTLINE – FALL 2021**

**BA 1090 (A2) - Introduction to Marketing 3 (3-0-0) UT 45 hours for 15 weeks**

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

**INSTRUCTOR:** Carolyn Vasileiou **PHONE:** 780-539-2221  
**OFFICE:** C201 **E-MAIL:** [cvasileiou@gprc.ab.ca](mailto:cvasileiou@gprc.ab.ca)  
**OFFICE HOURS:** Virtually via Zoom on Tuesday/Thursday, 11:30am -1:00pm by appointment

**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.

**PREREQUISITES:** None.

**REQUIRED TEXT/RESOURCE MATERIALS:**

Tuckwell and Jaffey. (2019). *Think Marketing (3<sup>rd</sup> ed)*. 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.

## **SOFTWARE & NETWORK REQUIREMENTS:**

The following software apps and internet capacity are required to participate in online courses at GPRC:

| <b>Application</b>   |   |
|--|---|
| Web Browser  | Google Chrome<br>with auto updates enabled          |
| Office Suite<br><br>*GPRC students receive a free Microsoft Office 365 license for Windows or macOSX | Microsoft Office 2016<br>or compatible office suite |

| <b>Internet</b>                     |                                  |
|-------------------------------------|----------------------------------|
| DSL, Cable or LTE wireless internet | 1.5Mbps upload, 1.5Mbps download |

**Note: Students may experience some issues using Chromebooks** with some applications. Please discuss issues with your instructor.

## **MINIMUM DEVICE REQUIREMENTS:**

**NOTE:** A desktop or laptop computer is strongly recommended over tablet devices for participation in online meetings or online class sessions. iPhones or Android phones may provide minimum functionality , but are NOT recommended for participation in online sessions.

A device must meet or exceed the following specifications to participate in online courses at GPRC:

| <b>Platform</b>  | <b>OS Version</b>   | <b>Hardware Specs</b>   |
|--|---|---|
| Windows Desktops<br>Windows Laptops<br>Windows Tablets | Windows 10 Home<br>Windows 10 Professional<br>Windows 8 or 8.1<br><br>*Windows 10S is not supported in S mode | Dual-core CPU<br>2 GB RAM<br>64 GB storage<br>1280x768 display resolution<br>Microphone<br>Speakers or Headphones<br>Web camera |
| Mac Desktops<br>Mac Laptops                            | macOSX 10.13 or higher  | Dual-core CPU<br>4 GB RAM<br>64 GB storage<br>1280x800 display resolution<br>Microphone<br>Speakers or Headphones<br>Web camera |
| Chromebooks  | ChromeOS<br>with updates enabled  | Dual-core CPU<br>2 GB RAM<br>16 GB storage<br>Speakers or Headphones  |
| iPad<br>v3 or newer                                    | iOS 7.0<br>or<br>iPadOS 13  | 8 GB of free storage<br>Speakers or Headphones  |
| Android Tablet   | Android 6.0   | Dual-core CPU<br>1 GB RAM<br>8 GB of free storage<br>1280x800 display resolution<br>Speakers or Headphones                      |

### **AUDIO/VIDEO CONFERENCING:**

GPRC uses the **Zoom** web-based audiovisual conference system. Zoom is a real-time virtual meeting environment that supports:

- Real-time audio/video discussion, with breakout rooms for small group discussion
- Text messaging
- Surveys and basic assessments
- Application and Desktop sharing
- A shared whiteboard with markup tools
- Recording of sessions for convenient playback

To take part in a conference, you will need a headset or speakers and a microphone. **For some examinations a web camera may be required.** The first time that you connect, you will be prompted to run through some set-up routines that will run automatically from the server.

To participate in Zoom meetings, click on the meeting links that your instructor has set up within your D2L course space.

### **COURSE MANAGEMENT SYSTEM:**

GPRC uses the “myClass” (D2L) online course management system. To access myClass (D2L), visit <https://myClass.gprc.ab.ca/>

### **DELIVERY MODE(S): High-Flex**

This type of course gives students the option of attending sessions in the classroom, participating remotely, or doing both. **Please note that the midterms and final examination require GPRC onsite attendance in the classroom.**

**GPRC reserves the right to change the delivery mode.**

### **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:

|                                  |      |
|----------------------------------|------|
| Quizzes (12 throughout the term) | 25%  |
| Assignment                       | 10%  |
| Midterms (2 tests – 15% each)    | 30%  |
| Final Exam (date TBA)            | 35%  |
| Total:                           | 100% |

***\*In order to receive credit for BA 1090, 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.

### 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                 |

## ASSIGNMENTS, QUIZZES, AND EXAMS

- **Quizzes** will be conducted online after each chapter and during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero. Quizzes may only be taken once and will be time limited, meaning you will need to complete the quiz in one sitting. The lowest score on the quizzes will drop off, so you will be graded on 11 out of 12.
- **Assignment** will be due the **week of October 17<sup>th</sup>**.
- **Two midterm exams** are planned for the **weeks of October 3 and November 15<sup>th</sup>, 2021**. These are to be taken live in class, so please be sure to be present for these. If you miss an exam you will have a grade of 0 for that test, unless you had prior permission with a very valid reason.
- **Final exam** is cumulative. You will need to be present in class for this as well. The format utilized will be announced before exam. Final examinations are scheduled by the Registrar during the period from **December 11 to December 20, 2021**. Do not plan any activities during the examination period.

## COURSE SCHEDULE/ TENTATIVE TIMELINE:

Course Schedule is approximate and may vary slightly at the discretion of the instructor.

| Week of     | Text/Read  | Topic  | Test/Due By   |
|-------------|--|--|---|
| 1<br>Sep 1  | myClass - Course Information/Course Outline/<br><i>The Big Picture PPT</i> | Course Outline + The Basics                  |   |
| 2<br>Sep 8  | myClass – Ch. 1<br>Text – Ch. 1  | Ch. 1 - Contemporary Mktg                    |   |
| 3<br>Sep 13 | myClass – Various resources + Ch. 1 and 2 Notes<br>Text – Ch. 1 & 2        |  | Quiz Ch. 1  |
| 4<br>Sep 20 | myClass – Various resources + Ch. 3 Notes<br>Text – Ch. 2 & 3              | Ch. 2 - Marketing Environment, SWOT Analysis | Quiz Ch. 2<br>Assignment given out                  |
| 5<br>Sep 27 | myClass – Various resources + Ch. 4 notes<br>Text – Ch. 3 & 4              | Ch. 3 - Marketing Strategy                   | Quiz Ch. 3  |
| 6<br>Oct 4  | myClass – Various resources + Ch. 4 notes<br>Text – 4<br>Midterm #1        | Ch. 4 - Marketing Intelligence               | Quiz Ch. 4<br>Week of Oct 4<br>Midterm #1 (Ch. 1-4) |
| 7<br>Oct 11 | Thanksgiving and Fall Break (no classes)                                   |  |   |
| 8<br>Oct 18 | myClass – Various resources + Ch.5 Notes<br>Text – Ch. 5                   | Ch. 5 - Consumer Behavior                    |   |
| 9<br>Oct 25 | myClass – Various resources + Ch.7 Notes,<br>Text – Ch. 7                  | Ch. 7 - Segmenting, Targeting, Positioning   | Quiz Ch. 5<br>Assignment Due                        |

|             |   |  |                                 |
|-------------|---|--|---------------------------------|
| 10<br>Nov 1 | myClass – Various resources + Ch.8 and 9 Notes,<br>Text – Ch. 8 & 9                   | Ch. 8 & 9 – Product & Product Life Cycle       | Quiz Ch. 7                      |
| 11<br>Nov 8 | myClass – Various resources + Ch.12 notes and Ch.13 notes<br>Text – Ch. 12 and Ch. 13 | Ch. 12 & 13 - Place (Distribution) + Retailing | Quiz Ch. 8 & 9                  |
| 12<br>Nov15 | myClass – Various resources + Ch. 6 Notes<br>Text – Ch. 6                             | Ch. 6 - B2B                                    | Quiz Ch. 12 & 13<br>Midterm #2  |
| 13<br>Nov22 | myClass – Various resources + Ch.6 and Ch. 11 Notes<br>Text – Ch. 6 and Ch.11         | Ch. 11 - Pricing                               | Quiz Ch. 6                      |
| 14<br>Nov29 | myClass – Various resources + Ch.14 Notes<br>Text – Ch.14                             | Ch. 14 - IMC Part 1                            | Quiz Ch. 11<br>Quiz Ch. 14      |
| 15<br>Dec 6 | myClass – Various resources + Ch.15 Notes<br>Text – Ch.15<br>Last class Dec. 8        | Ch. 15 - IMC – Part 2                          | Quiz Ch. 15                     |
|             |   | Final Exam                                     | Final Exam on or before Dec. 20 |

### **STUDENT RESPONSIBILITIES:**

It is the student's responsibility to read, understand and comply with the College's Academic Policies, which are reviewed regularly, updated and posted on the College website. If students have any questions regarding these policies, please contact Student Services. Please see the Academic Policy on Student Rights and Responsibilities on the College website at <https://www.gprc.ab.ca/about/administration/policies/>

### **Participation:**

Each student is expected to attend all lectures, arrive on time, and remain for the duration of the activities. Late arrivals will be recorded as an absence. The expectation for this course is that students have read/reviewed the material before class.

You may be refused permission to write the final examination on the advice of the instructor for students with more than four absences (two weeks), or if significant parts of required assignments, quizzes and/or exam(s) are not completed. For more information, please refer to the Academic Regulations on Debarred from Exams at [www.gprc.ab.ca/about/administration/policies](http://www.gprc.ab.ca/about/administration/policies)

Course materials (course outline, schedule information, assignments, PowerPoints, etc.) and announcements will be available on myClass and GPRC webmail. Students are responsible for checking these websites regularly; 3 – 5 times per week is suggested.

### **Time Management:**

The expectation for this course is that students read the material before class. 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, exercises, discussions, and assignments.

**Recording:**

Recording lectures or taking screenshots 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 1-2 days, excluding weekends, holidays, or GPRC events without scheduled classes. Email correspondence must be sent to your instructor from your GPRC student email account. Emails should be professionally formatted and include a subject, as well as reference 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 [www.gprc.ab.ca/about/administration/policies](http://www.gprc.ab.ca/about/administration/policies) \*\*

If you have questions on whether or not you might be violating this policy, please discuss this with your instructor **before** you submit your assignment. \*\*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. Turnitin plagiarism software may be used in this class.

## **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, classwork, 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 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 offences, 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 offence.

## **Additional Information: Zoom Etiquette**

### Control video and audio quality

Invest in a quality webcam and speaker and microphone headset. These provide better video and audio than your computer's built-in system. Try to attend Zoom meetings in quiet, indoor locations to control ambient noise.

### Think about your background

Try to provide a nice, plain background. You can't control everything in a mobile environment, but you should give some thought to background before your meeting.

### During your meeting

Mute your microphone when necessary. Zoom has a "Mute Microphone" option that cuts down on ambient feedback for the audience. When there is a lot of back-and-forth discussion you will turn this off, but you should mute yourself when listening to an instructor.

### Think about your actions on camera

Always remember that everyone can see you. Someone is watching as you make movements or wander around the room. These exaggerated movements are distracting to the audience and can be disruptive to the speaker. Try to stay still and be attentive. Practice creating a professional environment.