

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2023

BA 1090 (A2): 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: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Mondays & Wednesdays: 1:00pm -2:30pm, or by appointment
Best way to contact me: Email

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. and Jaffey, M. (2019). *Think marketing* (3rd ed). Pearson Canada Inc.
ISBN: 9780134834344

NOTE: This is an e-text, 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.

Click here to purchase learning resources: <https://www.bkstr.com/nwpolytechstore/product/mylab-marketing-with-pearson-etext----standalone-access-card----for-think-marketing-398203-1>

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

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

Office 365 (free for NWP students)

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with MyLab. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

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.alberta.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:

| Evaluation | Weighting |
|-----------------|-----------|
| Quizzes | 20% |
| Midterm | 25% |
| SWOT Assignment | 10% |
| Presentation | 10% |
| Final Exam | 35% |
| Total | 100% |

GRADING CRITERIA:

Grades will be assigned on the Letter Grading System. 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 | 95-100 | C+ | 2.3 | 67-69 |
| A | 4.0 | 85-94 | 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:

| BA1090 - Introduction to Marketing | | | | |
|------------------------------------|-----------------|------------------------------------|---------------------|-----------------|
| myClass Module | Week Start Date | Topic | Required Reading | Activity |
| | Sept 4 | Labour Day – No Classes | | |
| | Sept 5-8 | Course Information/Course Overview | | Get E-textbook |
| 1 | Sept 11-15 | Contemporary Marketing | Chapter 1 | |
| 2 | Sept 18-22 | External Marketing Environment | Chapter 2 | Quiz #1 |
| 3 | Sept 25-29 | Marketing Strategy | Chapter 3 | |
| 4 | Oct 2-6 | Marketing Intelligence | Chapter 4 | Quiz #2 |
| | Oct 9 | Thanksgiving - No Classes | | |
| 5 | Oct 10-13 | Consumer Behaviour & B2B | Chapter 5 & 6 | Quiz #3 |
| 6 | Oct 16-20 | Midterm | Chapters 1-6 | Midterm |
| 7 | Oct 23-27 | Segmenting, Targeting, Positioning | Chapter 7 | |
| 8 | Oct 30-Nov 3 | Product & Product Life Cycle | Chapters 8 & 9 | Quiz #4 |
| 9 | Nov 6-10 | Pricing | Chapter 11 | SWOT Assignment |

| | | | | |
|----|------------------|--------------------------------|---------------------|---------|
| | Nov 13-17 | Fall Break – No Classes | | |
| 10 | Nov 20-24 | Retailing | Chapter 13 | Quiz #5 |
| 11 | Nov 27-Dec 1 | Place (Distribution) | Chapter 12 | |
| 12 | Dec 4-8 | IMC Part 1 and Part 2 | Chapters 14 & 15 | Quiz #6 |
| | Dec 11 | Review | | |
| | Dec 12 | Classes End | | |

Important Dates:

Sept 14 – Last Day to Withdraw with full refund.

Nov 28 – Last Day to Withdraw

Dec 14 – 21 – Exam Week

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

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 behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all three websites regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, 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 three business days, no emails will be answered before/after business hours.** Email correspondence to your instructor must be sent from your NWP student email account.

Policies:

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- NWP Policies: [Northwestern Polytechnic administrative/academic policies](#)
- [NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy](#)

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

ADDITIONAL INFORMATION:

Please see the myClass page for expectations and guidelines.

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

Quizzes

- Quizzes will be scheduled through myClass. It is your responsibility to follow the due dates associated with those quizzes. The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date.
- There are no rewrites or extensions on quizzes.

Assignments

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- Assignments will be submitted in Word document through myClass and may be subject to Turnitin plagiarism assessment.

Midterm Exams:

- This midterm 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:

- The 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 exams will be written as scheduled by the Registrar's office during the exam period. Do not plan activities during this period. Examinations will start at the scheduled time. Extra time will not be allotted to students who arrive late for an examination.
- Students who fail to report for a scheduled examination, and who do not qualify for a deferred examination, will receive a grade of "F" for the missed examination.
- Deferred final examinations may only be granted when an examination has been missed or interrupted because of illness, domestic problems, or a conflict with religious beliefs. In the case of illness (physical, mental, or emotional), medical documentation may be required.