



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2021

BA 1090 SECTION B3 – INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS FOR 15 WEEKS

Instructor	Richard Beeson	Phone	780 539-2946 (office)
Office	A406	E-mail	rbeeson@gprc.ab.ca
Office Hours	MW 11:00 - 12:00 or by appointment		

CLASS SCHEDULE: Monday, Wednesday 16:00 – 17:20

CLASSROOM: Online

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. & Jaffey, M. (2018). *Think Marketing* (3rd ed.). Toronto, Ontario: Pearson Canada Inc.

Winter 2021 DELIVERY

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. **Students must have a computer with a webcam and reliable internet connection.** Technological support is available through helpdesk@gprc.ab.ca.

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 decisions - 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.



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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 1/11 th each		20%
Presentations	2@10%	20%
Midterm 1		15%
Midterm 2		15%
Final Examination		30%

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

The Details

Online Quizzes

To gauge your ongoing understanding of course material, a series of six online quizzes are scheduled, approximately one every two weeks. Each quiz will contain 50 or so multiple choice questions. Your best 5 grades out of the 6 quizzes will count towards 20% of your final grade.



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Presentations:

There will be two fifteen minute group presentations. Presentations may be of a topic of interest in a chapter, or of a case at the end of a chapter. They will consist of a fifteen minute presentation and ten minutes for questions.

Mid-Term Exams

The midterms will cover Chapters identified in the course schedule. Midterms will include variety of questions (i.e. multiple choice, short and long answer, etc.).

Final Exam

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 30% of your course grade.

The final exam will be scheduled during the regular final exam period from April 14 to 24 inclusive. Please ensure that you do not have or make commitments that will interfere with completing this part of the course.



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Class Schedule

Week	Chapter	Topic	
January 06		Course Introduction	
January 11	1	Contemporary Marketing	
January 13	2	External Marketing Environment	
January 18		Presentation	Quiz Ch 1,2
January 20	3	Strategic Market Planning	
January 25		Presentation	Quiz Ch 3
January 27	4	Marketing Intelligence	
February 01		Presentation	Quiz Ch 4
February 03	5	Consumer Buying Behaviour	
February 08		Presentation	Quiz Ch 5
February 10	6	Business To Business Marketing	
February 15-20		Fall Break	
February 22	6	Presentation	Quiz Ch 6
February 24			Midterm 1-6
March 01	7	Market Segmentation and Targeting	
March 03		Presentation	Quiz Ch 7
March 08	8	Product Strategy	
March 10		Presentation	Quiz Ch 8
March 15	9	Product Management	
March 17		Presentation	Quiz Ch 9
March 22	10	Services and Not for Profit Marketing	
March 24		Presentation	Quiz Ch 10
March 29	11	Pricing Decisions	
March 31		Presentation	Quiz Ch 11
April 05	13	Retailing	
April 07	14	Integrated Marketing Communications	Quiz Ch 13, 14
April 12			Midterm 7-14
April 12		Last Day of Classes	
April 14 - 24		Final Exams	

The above schedule is a guide only and can change depending on circumstances.



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STUDENT RESPONSIBILITIES:

Attendance:

Regular attendance is critical for success in this course. Students are expected to arrive on time and remain for the duration of scheduled classes and related activities.

Assignments and Quizzes:

- Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.
- **No rewrites will be given on missed quizzes and the Mid-term. If there is an excusable absence for missing the Mid-term, the weighting of the missed exam will be added onto the final exam weighting.**

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.

Note: The [quizzes/midterm examination(s)/final examination] for this course must be taken online with the use of Respondus Lockdown Browser and Respondus Monitor exam proctoring software. Students must download Lockdown Browser and Respondus Monitor will automatically start with [quizzes/examinations] through myClass. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

Lockdown Browser and Respondus Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations.

You can learn more about Respondus Lockdown Browser and Respondus Monitor here: <https://web.respondus.com/lockdownbrowser-student-video/>. It is important to note that the software recordings are automated systems and are designed to be less intrusive than in-person proctors. The software is only running while you are signed in during your exam. The exam administrators only review the recordings after the exam is submitted and only if it was flagged due to suspicious activity.



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The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that *“No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.”* In addition, S. 39 (4) states, *“A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”*

If you are unable to complete your [quizzes/examinations] using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at [780-539-2212](tel:780-539-2212) to arrange to write your exam. Students must book their [quizzes/examinations] no less than 2-weeks in advance of the test date and students are choosing to write the [quizzes/examination] in the GPRC Testing Centre are responsible for the \$30 sitting fee.

Updated December 19, 2020