



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION
COURSE OUTLINE – FALL 2020**

BA 1090 C2 - Introduction to Marketing 3 (3-0-0) UT 45 hours for 15 weeks

INSTRUCTOR: Carolyn Vasileiou

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OFFICE HOURS: Tuesday/Thursday - 10:30 AM – 12 Noon by Appointment

FALL 2020 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 a reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca.

Remote delivery refers to synchronous learning following the published timetable on the GPRC website and outlined in your myGPRC (see <https://my.gprc.ab.ca/SelfService/Home.aspx>) course schedule.

PREREQUISITES:

None.

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.

CREDIT/CONTACT HOURS:

3(3-0-0) 45 hours

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 website, which has several different study tools that can help you with your learning process. You may 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:

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

Internet	
DSL, Cable or LTE wireless internet	1.5Mbps upload, 1.5Mbps download

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:

Platform	OS Version	Hardware Specs
Windows Desktops Windows Laptops Windows Tablets	Windows 10 Home Windows 10 Professional Windows 8 or 8.1 *Windows 10S is not supported in S mode	Dual-core CPU 2 GB RAM 64 GB storage 1280x768 display resolution Microphone Speakers or Headphones Web camera
Mac Desktops Mac Laptops	macOSX 10.13 or higher	Dual-core CPU 4 GB RAM 64 GB storage 1280x800 display resolution Microphone Speakers or Headphones Web camera
Chromebooks	ChromeOS with updates enabled	Dual-core CPU 2 GB RAM 16 GB storage Speakers or Headphones
iPad v3 or newer	iOS 7.0 or iPadOS 13	8 GB of free storage Speakers or Headphones
Android Tablet	Android 6.0	Dual-core CPU 1 GB RAM 8 GB of free storage 1280x800 display resolution 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/d2l/home>

DELIVERY MODE(S):

Remote delivery is synchronous and follows the published class timetable. For each topic listed in course objectives, there will be a virtual lecture and discussion via Zoom; see zoom link to join class in the BA1090 myClass course page. Relevant textbook readings and online discussions/exercises, group discussion, assignments and tests will be assigned to test the student’s knowledge, understanding and application of the material.

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:

[Athabasca University: MKTG 396 \(3\)](#)

[Bow Valley College: MKTG 1101 \(3\)](#)

[Burman University: BUAD 210 \(3\)](#)

[Concordia University of Edmonton: MARK 201 \(3\)](#)

[King's University, The: BUSI 369 \(3\)](#)

[MacEwan University: MARK 301 \(3\)](#)

[University of Alberta: MARK 1xx \(3\) OR AUMGT 1xx \(3\)](#)

[University of Lethbridge, The: MGT 2020 \(3\)](#)

[University of Regina: BUS 210 or ADMN 210](#)

(Information retrieved from www.transferalberta.alberta.ca on August 25, 2020)

Note: BA 1090 may transfer as part of a block transfer in a 2+2 degree completion program.

***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.transferalberta.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	5%
Quizzes	20%
2 x Assignments (10% ea)	20%
Midterm	20%
Final Exam (date TBA)	35%
Total:	100%

You are strongly encouraged to complete all 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 and test will be written during scheduled class time. There will be a Basics test on Sept. 18th. It is anticipated there will be 4-5 quizzes.
- Midterm exam is tentatively scheduled for October 26, 2020, during scheduled class time. Do not plan to be away on this date. The midterm exam is conducted remotely online with proctoring software or remotely online in an open text/e-book exam format. The format utilized will be announced before exam. To participate in the midterm exam a headset or speakers, a microphone, and a web camera are required.
- Final exam is cumulative. Final examinations are conducted remotely online with proctoring software or remotely online in an open text/e-book exam format. The format utilized will be announced before exam. Final examinations are scheduled by the Registrar during the period from **December 11 to December 19, 2020**. Do not plan any activities during the examination period. To participate in the final examination a headset or speakers, a microphone, and a web camera are required.

TENTATIVE COURSE SCHEDULE/ TIMELINE:

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

Week of	Text/Read	Topic	Test/Due By
1 Aug30	myClass - Course Information/Course Outline/ <i>The Big Picture PPT</i>	Course Outline + The Basics	
2 Sep 6	myClass – Ch. 1 Text – Ch. 1	Contemporary Mktg	
3 Sep 13	myClass – Various resources + Ch. 2 Notes Text – Ch. 2	Marketing Environment, SWOT Analysis	Basics Quiz – Sep 18
4 Sep 20	myClass – Various resources + Ch. 3 Notes Text – Ch. 3	Marketing Strategy	
5 Sep 27	myClass – Various resources + Ch. 4 notes Text – Ch. 4	Marketing Intelligence	Assignment 1 - Oct. 2

6 Oct 4	myClass – Various resources + Ch.5 Notes Text – Ch. 5	Consumer Behavior	
7 Oct 11	Thanksgiving and Fall Break (no classes)		
8 Oct 18	myClass – Various resources + Ch.7 Notes, Text – Ch. 7	Segmenting, Targeting, Positioning	
9 Oct 25	myClass – Various resources + Ch.8 Notes, Text – Ch. 8	Midterm Test + Product	Midterm – Oct. 26
10 Nov. 1	myClass – Various resources + Ch.9 Notes Text – Ch.9	Product + Product Strategy	
11 Nov 8	myClass – Various resources + Ch.12 notes and Ch.13 notes Text – Ch. 12 and Ch. 13	Place (Distribution) + Retailing	
12 Nov15	myClass – Various resources + Ch. 6 Notes Text – Ch. 6	B2B	Assignment 2 – November 20
13 Nov22	myClass – Various resources + Ch.11 and Ch. 14 Notes Text – Ch. 11 and Ch.14	Pricing + IMC – Part 1	
14 Nov29	myClass – Various resources + Ch.15 Notes Text – Ch.15	IMC Part 1 and Part 2	
15 Dec 7	myClass – Various resources + Ch.15 Notes	IMC – Part 2	
		Final Exam	Final Exam on or before Dec. 19

STUDENT RESPONSIBILITIES:

Participation:

Each student is expected to attend all virtual zoom 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 exercises, assignments, quizzes and/or exam(s) are not completed. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

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 **

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.