

COURSE OUTLINE – WINTER 2020

BA 1090 D3– INTRODUCTION TO MARKETING – 3(3-0-0) 45 HOURS 15 WEEKS

**Instructor** Keston Luke

**Phone** 780 539-2979 (office)

**Office** E 309

**E-mail** [Kluke@gprc.ab.ca](mailto:Kluke@gprc.ab.ca)

**Office Hours:** Tues and Thurs 10 -12

**Prerequisite:**

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 Marketing site.)
- BA 1090 GPRC Moodle Site – access through [www.gprc.ab.ca](http://www.gprc.ab.ca)

**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

**Transfer Information:**

BA 1090 transfers as the follows:

[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 201 or ADMN 210](#)

(Information retrieved from [www.transferalberta.alberta.ca](http://www.transferalberta.alberta.ca) on August 18, 2019)

Please note: Many universities will not accept courses for transfer with grades of D or D+. Also note, BA 1090 may transfer as part of a block transfer in a 2+2 degree completion program. Contact the receiving institution for details.

**Delivery Mods:**

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Classroom-based supplemented with online components.

**Course Objective:**

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).

**Course 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.

**Grading Criteria:**

Basics Test	10%
Mid Term Exam -	25%
Assignments - (3 @10% each)	30%
Final Exam –	35%

Please note: In order to receive credit for BA 1050, **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 assignments and exams—you will receive a zero (0) for any missed assignment or exam. The weighting of each assessment activity is indicated in the chart above.

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Grades will be assigned based on the following chart:

**Business Administration and Commerce Department**

**Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A+</b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A-</b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B+</b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B-</b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C+</b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C-</b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D+</b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **The Details**

### **Basics Test**

In the fourth class, 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.

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### **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 and Final Exams**

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.

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.

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**Class Schedule**

<b>Week</b>	<b>Text/Read</b>	<b>Topic</b>	<b>Test/Due By</b>
0	Moodle - Course Information/Course Outline/ <i>The Big Picture PPT</i>	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 – Jan 16
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 - Feb 1
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 – Feb 20
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 – March 1
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– March 29
13	Moodle – Various resources + Ch.15 Notes	IMC – Part 2	

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14		Final Exam	Final Exam on or before Apr. 27
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**Revised Jan, 2020**