



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2019

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

**Instructor** Richard Beeson

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**Office** MW 13:00 - 14:00

**Hours** or by appointment

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**CLASS SCHEDULE:** Tuesday, Thursday. 13:00 – 14:20 **CLASSROOM:** A213

### 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. For this course, you will also need to purchase a **Marketing Simulation** from the Cashier in the **Bookstore**.

### DELIVERY MODE(S):

The class work will be comprised of lectures, class discussions, online simulation, and small group work.

### 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 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.



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### 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: BUSI 369/2xx (6)  
 MacEwan University: MARK 301 (3)  
 SAIT: MKTG 260 (3)  
 University of Alberta: MARK 1xx (3) OR AUMGT 1xx (3)  
 University of Lethbridge: MGT 2020 (3)

(Information retrieved from [www.alis.alberta.ca](http://www.alis.alberta.ca) on August 23, 2017)

Please note: BA 1090 may also transfer as part of a block transfer in a 2+2 degree completion program. Contact the receiving institution for details.

**\*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:

Quizzes 1/6 <sup>th</sup> each	20%
Presentations	10%
Simulation exercise	20%
Midterm	20%
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



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### **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.

#### **Mid-Term Exam**

The mid-term will cover up to and including the Chapter Four: Consumer Behaviour (Week of Feb. 26 & 28). A variety of questions (i.e. multiple choice, short and long answer, etc.) will make up the mid-term. The mid-term exam is worth 20% of your course grade.

#### **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 35% of your course grade.

The final exam will be scheduled during the regular final exam period from Apr. 12 to 26 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 03		Course Introduction	
January 08	1	Contemporary Marketing	
January 10		Start Simulation	Quiz 1
January 15	2	External Marketing Environment	
January 17		Presentation	
January 22	3	Strategic Market Planning	
January 24		Presentation	Quiz 2,3
January 29	4	Marketing Intelligence	
January 31		Presentation	
February 05	5	Consumer Buying Behaviour	
February 07		Presentation	Quiz 4,5
February 12	6	Business To Business Marketing	
February 14			Midterm 1-6
February 19		Winter Break	
February 21		Winter Break	
February 26	7	Market Segmentation and Targeting	
February 28		Presentation	
March 05	8	Product Strategy	
March 07		Presentation	Quiz 7,8
March 12	9	Product Management	
March 14		Presentation	
March 19		Business Conference	
March 21	10	Services and Not for Profit Marketing	
March 26		Presentation	Quiz 9,10
March 28	11	Pricing Decisions	
April 02		Presentation	
April 04	13	Retailing	
April 09		Presentation	Quiz 11,13
April 11	14	Integrated Marketing Communications	
April 12		Last Day of Classes	
April 15 - 27		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.
- The SWOT assignment and simulation exercise must be completed to pass BA1090.
- **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.

Updated January 17, 2018