

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2023

BA 1090 (EC): 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: Bianca Dudenhoffer **PHONE:** (780) 539-2864
OFFICE: C205 **E-MAIL:** BDudenhoffer@nwpolytech.ca
OFFICE HOURS: Mondays & Wednesdays: 10:00am -11:30am, 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 with an online subscription to the MyLab website, which has several different study tools that can help you with your learning process.

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):

Asynchronous (online) – This type of course will be delivered online through NWP's learning management system. There are no set class times and students attend remotely and asynchronously.

Theories and concepts will be presented through MyClass modules, textbook readings, and supplementary materials. For each chapter, there is a PowerPoint presentation is available, student learning resources in MyLab Marketing, and a quiz.

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:

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:

In order to pass BA 1090:

1. You must achieve a minimum score of 50% on the Final Exam in order to pass the course
2. You must achieve a minimum score of 50% on your course work in order to pass the course

Evaluation	Weighting
Quizzes (12 quizzes)	30%
Midterm	20%
SWOT Assignment	15%
Final Exam	35%
Total	100%

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

Quizzes

- Quizzes will be conducted online after each chapter and during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero. Quizzes may only be taken once and will be time limited, meaning you will need to complete the quiz in one sitting

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.

Exams:

- The midterm (week of Feb. 12-18th) and final exam will be administered online through myClass
- The final exam is cumulative. Final exams must be completed during the examination period from April 14-23. No re-writes will be granted for missed exams or unsuccessful attempts.

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	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

COURSE SCHEDULE/TENTATIVE TIMELINE:

myClass Module	Week Start Date	Topic	Required Reading	Activity
	Jan 1-7	Course Information/Course Overview		Get E-textbook
1	Jan 8-14	Contemporary Marketing	Chapter 1	Quiz #1
2	Jan 15-21	External Marketing Environment	Chapter 2	Quiz #2
3	Jan 22-28	Marketing Strategy	Chapter 3	Quiz #3
4	Jan 29-Feb 4	Marketing Intelligence	Chapter 4	Quiz #4
5	Feb 5-11	Consumer Behaviour & B2B	Chapter 5 & 6	Quiz #5
6	Feb 12-18	Midterm	Chapters 1-6	Midterm
	Feb 19-25	WINTER BREAK (NO CLASSES)		
7	Feb 26-Mar 4	Segmenting, Targeting, Positioning	Chapter 7	Quiz #6
8	Mar 5-11	Product & Product Life Cycle	Chapters 8 & 9	Quiz #7
9	Mar 12-18	Pricing	Chapter 11	Quiz #8 SWOT Assignment Due
10	Mar 19-25	Retailing	Chapters 12	Quiz #9
11	Mar 26-Apr 1	Place (Distribution)	Chapter 13	Quiz #10
12	Apr 2-8	IMC Part 1	Chapter 14	Quiz #11
	Apr 11	IMC Part 2	Chapter 15	Quiz #12

STUDENT RESPONSIBILITIES:

Time Management:

The expectation for this course is that students will read the chapter material and work through the recommended exercises. You should supplement your learning with the resources in MyLab Marketing. In addition, read through the notes and additional material on myClass (D2L), and answer review questions at the back of each chapter in order to prepare to you to write the quizzes, midterm, and final exam.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. You should plan your schedule according to the course schedule above.

Organization:

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

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.

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 Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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