



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – WINTER 2020

#### **BA 1090 (EC): Introduction to Marketing – 3 (3-0-0) 45 Hours for 15 Weeks**

**INSTRUCTOR:** Breianne Renyk

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**OFFICE HOURS:** Monday: 1PM-2PM & Wednesday: 10AM-11AM & By Appointment

**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. J., & Jaffey, M. (2019). *Think Marketing* (3rd ed.). Pearson Canada Inc.

**NOTE:** This is an e-text with an online subscription to the MyLab website which is mandatory in order to complete the course requirements. 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 several weeks 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.

**DELIVERY MODE(S):** The course work includes online learning via Moodle and via publisher online learning. It is your responsibility to keep up with the required readings and due dates, which will be outlined in Moodle. While this course is delivered online without a requirement for in-person class attendance, there are still deadlines throughout the semester which need to be adhered to. Please ensure that you are checking Moodle on a regular basis in order to maintain understanding of the deadlines and requirements of this course.

#### **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.

## TRANSFERABILITY:

Athabasca University: MKTG 396	King's University: BUSI 369/396/2xx
Bow Valley College: MKTG 1101	Grant MacEwan University: MARK 301
Burman University: BUAD 210	University of Alberta: AUMGT 1xx or MARK 1xx (unspecified)
Concordia University of Edmonton: MARK 201	University of Regina: BUS 210 or ADMN 210
University of Lethbridge: MGT 2020	

(updated 30DEC2019 - BR)

DISCLAIMER: 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.transferralberta.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>

REMINDER: Transfer agreements specified in the Online Alberta Transfer Guide may be dependent on the particular program a student wishes to enter. If a student switches to an unrelated program, courses may not be fully transferable.

## EVALUATIONS:

5 x Quizzes (5% ea)	25%
2 x Assignments (15% ea)	30%
Discussions	10%
Final Exam	35%
Total:	100%

## GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit if your grade is less than C-. A 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.

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

## STUDENT RESPONSIBILITIES:

**CONTACTING YOUR INSTRUCTOR:** Students may contact the instructor by email, which is the preferred method of communication outside of classroom hours. Emails will be responded to within 24 hours, excluding weekends, holidays, or GPRC events without scheduled classes. Please contact your instructor by using [brenyk@gprc.ab.ca](mailto:brenyk@gprc.ab.ca), and not through Moodle messaging. Use of your GPRC student email is mandatory for communication; do not use personal email accounts to message your instructor, as they will not be delivered to their account, and therefore, will not be responded to. Please ensure that emails are written professionally and with specific reference to the class and content that you are referring to. Office hours can be found at the beginning of this document, and are first come and served, however, if you would like to book a reserved one-on-one appointment, please contact your instructor to make arrangements.

**FINAL EXAM WRITING:** Final exam dates and times are set by the registrar, and must be attended by the student at that date and time as per GPRC exam policy. If you reside more than 100KM from a GPRC campus, you have the option of writing your final exam at a GPRC-approved exam facility. Please message your instructor at the beginning of the semester to discuss possible locations. It is your responsibility to find a location to write your exam and make arrangements prior to the exam date. If your final exam is not written in the time frame as indicated, you will receive a grade of zero.

**LATE SUBMISSIONS:** Late submissions are accepted up to a maximum of 1 day, and will incur a 15% penalty. All submissions made in this class are to be submitted through Moodle, and will not be accepted in any other format.

**ONLINE DISCUSSIONS:** All online discussions have a due date, and responses will not be permitted after the due date. Requirements for each discussion differ, so be sure to read the instructions. Please ensure that you are responding to classmates in an academic manner, with reflection on the coursework and application of the material framework in order to receive credit for these activities.

**MISSED ASSIGNMENTS/QUIZZES:** Assignments submitted outside of the acceptance period will receive a grade of zero. Quizzes which are missed will receive a grade of zero, unless prior arrangements are made with the instructor to write the quiz at an alternative time, at the discretion of the instructor.

**EMAIL-MOODLE-MYGPRC:** It is expected that you are checking your student GPRC email and Moodle on a regular basis. General information can be found on your MyGPRC account, including final exam time and location once released. If your instructor needs to communicate with you outside of class, an email will be sent to your GPRC student email, or an announcement will be made to the class that will also be sent to your GPRC student email.

**ELECTRONIC DEVICES:** For the sake of your fellow students and the learning environment, cell phones, smart watches, headphones, laptops, etc. are not to be used for any other reason during final exams.

**RECORDING:** Recording (audio, image, video) lectures or taking photos of class material 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.

## **PLAGIARISM AND CHEATING:**

Cheating and plagiarism, or helping others to cheat or plagiarize, will not be tolerated. You will receive zeros on anything used to help another student, or a zero on anything where you were suspected of cheating or plagiarism, including a letter on your permanent record that will be given to Student Services. For a more precise definition of plagiarism and its consequences, please 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/>

**PLAGARISM:** 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.

**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, class work, 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 scrap 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 offenses 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 offense.