



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

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

**Instructor** Charles Backman  
**Office** C-413  
**Office** W, Th, 1:00 PM to 2:30 PM  
**Hours** or by appointment

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### **Prerequisite:**

None

### **Required Text/Resource Materials:**

- Tuckwell and Jaffey. *Think Marketing*, 2<sup>nd</sup> ed. Scarborough:Prentice-Hall, 2016.
- 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

### **Delivery Modes:**

Classroom – Lectures, using the course textbook and supplementary materials posted on the GPRC Moodle learning site for the course, you will read, complete learning activities, take online tests, and submit a few written assignments to learn the material for this course.

### **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).



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**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:**

Online Quizzes – Best 5 of 6 count	20%
Assignments - (Ass. 1 – 10% and Ass. 2 – 15% each)	25%
Mid-Term	20%
Final Exam – GPRC within period Dec. 10-19	35%



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Grades will be assigned based on the following chart:

### Business Administration and Commerce Department

#### Grading Conversion Chart

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

## 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 15 or so multiple choice questions. These quizzes are timed and open book. Your best 5 grades out of the 6 quizzes will count towards 20% of your final grade.



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### **Assignments**

Two assignments will measure your ability to apply marketing concepts to real-life marketing situations. The first assignment is worth 10% of your final grade; the second is worth 15%. You will word process your answers for the assignments and e-mail your work to me for grading by the assigned due date.

### **Mid-Term Exam**

The mid-term will cover up to and including the Chapter Four: Consumer Behaviour (Week of Oct. 13/15). 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 Dec. 10 to 19 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	Text/Read	Topic	Test/Due By
Sept. 3 (Th)	Moodle - Course Information/Course Document Module	Course Familiarization	
Sept. 8 & 10	Moodle – <i>The Big Picture</i> PPT and Ch. 1 Notes	The Big Picture	
Sept. 15 & 17	Text – Ch. 1	Contemporary Mktg.	
Sept. 22 & 24	Moodle – Macro Environmental Trends, SWOT Analysis, Ch. 2 Notes Text – Ch. 2	Marketing Environment, SWOT Analysis	Quiz 1- Sep. 22
Sept. 29 & Oct. 1	Moodle – Ch. 7 Notes Text – Ch. 7	Marketing Planning	Assignment 1 due – Sep. 29
Oct. 6 & 8	Moodle – Ch. 6 notes Text – Ch. 6	Segmentation and Targeting	
Oct. 13 & 15	Moodle – Ch.4 Notes Text – Ch. 4	Consumer Behavior	Quiz 2 - Oct. 13
Oct. 20 & 22	Moodle – Ch.3 Notes, Ch. 5 Notes Text – Ch. 3 and Ch. 5	Marketing Research. Business to Business	Mid-Term scheduled for October 20
Oct. 27 & 29; Nov. 3 & 5	Moodle – Brand Handout, Ch.8 Notes, Ch.9 Notes Text – Ch.8 and Ch.9	Product	Quiz 3 – Oct. 27
Nov. 10 (Tu)	Moodle – Ch.12 notes Text – Ch. 12	Place (Distribution)	Quiz 4 – Nov. 10
Nov. 17 & 19	Moodle – Ch. 10 and 11 Notes Text – Ch. 10 and Ch. 11	Pricing	
Nov. 24 & 26	Moodle – Ch.14 Notes Text – Ch. 14	IMC – Part 1	Quiz 5 – Nov. 24 Ass. 2 – Nov. 24
Dec. 1 & 3	Moodle – Sales Promo Handouts, Ch. 15 Notes Text – Ch. 15	IMC – Part 2	



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Dec. 8 (Tu) Last day	Moodle – Final Exam Preparation	Review	Quiz 6 – Dec. 8
		Final Exam	Sometime between Dec. 10 and 19

The above schedule is a guide only and can change depending on circumstances.

Updated August 27, 2015