

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2022

BA 1090 (A2): 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: Danielle Hessler **PHONE:** n/a
OFFICE: n/a **E-MAIL:** dhessler@nwpolytech.ca
OFFICE HOURS: Please contact me via email and a response will be provided within 48 hours.

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)*. Toronto, Ontario: Pearson Canada Inc.

DELIVERY MODE(S):

Class time will be comprised of lectures and discussion and the use of powerpoint slides. There will be some in class 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:

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:

Quizzes (10 quizzes)	25%
Assignment	10%
Midterm	25%
Final Exam	40%
Total	100%

***In order to receive credit for BA 1090, 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 exercises, assignments, quizzes, and exams. A grade of zero (0) will be assigned for any of these that are missed. Late assignments will have a 10% reduction per day. Turnitin plagiarism detecting software may be used in this course.

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

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:

Week Beginning	Topic	Chapter	Activities
Week 1: (Sept 2)	myClass - Course Information/Course Overview		
Week 2: (Sept 9)	Contemporary Marketing	1,2	
Week 3: (Sept 12-16)	External Marketing Environment	2	Quiz #1
Week 4: (Sept 19*-23)	Marketing Strategy	3	Quiz #2 Assignment given out
Week 5: (Sept 26)	Marketing Intelligence	4	Quiz #3
Week 6: (October 3-7)	Consumer Behaviour	5	Quiz #4
Week 7: (Oct 10-14)	FALL BREAK (NO CLASSES)		
Week 8: (Oct 17-21)	Segmenting, Targeting, Positioning	7	Quiz #5
Week 9: (Oct 24-28)	Product & Product Life Cycle	8, 9	Quiz #6 Assignment due
Week 10: (Oct 31-Nov 4)	Services (NFP's) + Retailing	10,13	Quiz #7
Week 11: (Nov 7)	Midterm	Chpt 1-9	
Week 12: (Nov 14-18)	B2B	6	Quiz #8
Week 13: (Nov 21*-25)	Pricing	11	Quiz #9
Week 14: (Nov 28-Dec 2)	IMC Part 1 and Part 2	14, 15	Quiz #10
Week 15: (Dec 5-9)	Last day of classes/review	All	

Classes on Sept 19 and Nov 21 will be held via Zoom.

STUDENT RESPONSIBILITIES:

Attendance:

There is a strong correlation between regular attendance and overall course performance. Students are encouraged to attend all lectures. If you miss a class, it is your responsibility to learn the material on your own. **We will be conducting a couple of classes via Zoom – you must remain in camera during lectures and classroom activities.** Failure to do so may result in removal from the session.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behaviour becomes disruptive.

Recording:

Recording lectures or taking photos in class 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.

Time Management:

The expectation for this course is that students read the material and attempt the Quick Study questions prior to class. Reading and attempting the exercises in advance is an excellent way to prepare for classroom activities. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so students are encouraged to plan their schedule accordingly. It is difficult for students to catch up once they fall behind schedule.

Zoom Etiquette (for remote classes, as scheduled):

Control video and audio quality

Invest in a quality webcam and speaker and microphone headset. These provide better video and audio than your computer's built-in system. Try to attend Zoom meetings in quiet, indoor locations to control ambient noise.

Think about your background

Try to provide a nice, plain background. You can't control everything in a mobile environment, but you should give some thought to your background prior to the class.

During your meeting

Mute your microphone when necessary. Zoom has a "Mute Microphone" option that cuts down on ambient feedback for the audience. When there is a lot of back-and-forth discussion you will turn this off, but you should mute yourself when listening to an instructor.

Think about your actions on camera

Always remember that everyone can see you. Someone is watching as you take a big, wide-mouth yawn, stretch, or wander around the room. These exaggerated movements are distracting to the audience and can be disruptive to the speaker. Try to stay still and be attentive.

STUDENT RIGHTS AND RESPONSIBILITIES:

Please review the Student Rights and Responsibilities Policy saved in myClass for details of all student rights, student responsibilities, academic grievance, academic misconduct, and non-academic misconduct.

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 Student Rights and Responsibilities policy which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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