

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2024

BA1090 (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: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesdays & Thursdays: 9:30am -11:00am, or by appointment
Best way to contact me: Email

All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check.). Emails that do not follow the above requirements will not be responded to.

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, 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:

Self-Study Online – This type of course will be offered online. 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.

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.alberta.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:

Evaluation	Weighting
Quizzes	15%
SWOT Assignment	15%
Presentation	10%
Project - Component A (5%) - Component B (15%) - Component C (20%)	40%
Final Exam	20%
Total	100%

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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

BA1090 - Introduction to Marketing				
myClass Module	Week Start Date	Topic	Required Reading	Activity
Week 1	Jan 8-12	Course Information/Course Overview Contemporary Marketing	Chapter 1	Get E-textbook
Week 2	Jan 15-19	External Marketing Environment	Chapter 2	Quiz #1 (Ch. 1-2)
Week 3	Jan 22-26	Marketing Strategy Marketing Intelligence	Chapter 3 Chapter 4	
Week 4	Jan 29-Feb 2	Consumer Behaviour	Chapter 5	Quiz #2 (Ch. 3-4)
Week 5	Feb 5-9	Business-to-Business	Chapter 6	
Week 6	Feb 12-16	Segmenting, Targeting, Positioning SWOT Assignment review	Chapter 7	Quiz #3 (Ch. 5-6) SWOT assignment

				review and groups
Week 7	Winter Break – Feb 19-23 – no classes			
Week 8	Feb 26 -Mar 1	Product & Product Life Cycle	Chapters 8 Chapter 9	
Week 9	Mar 4-8	Pricing	Chapter 11	Quiz #4 (Ch. 7-9) SWOT Assignment Due
Week 10	Mar 11-15	Retailing	Chapter 13	Quiz #5 (Ch. 11 &13)
Week 11	Mar 18-22	Place (Distribution)	Chapter 12	
Week 12	March 25-29	IMC Part 1	Chapter 14	
Week 13	April 1-5	IMC Part 2	Chapter 15	
Week 14	April 8-12	Review	Chapter 15	Quiz #6 (Ch. 12,14-15)
Week 15	April 15	Last Day of Classes - Review		Review Activity

Important Dates:

Jan 17 – Last Day to Withdraw with full refund.

March 19 – Business Conference

April 1 – Last Day to Withdraw

April 15 – Last Day of Classes

April 17-24 – Final Exam Week

STUDENT RESPONSIBILITIES:

Please find the student rights and responsibilities policy here:

<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at

<https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

ADDITIONAL INFORMATION:

Please see the myClass page for expectations and guidelines.

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

Quizzes

- Quizzes will be scheduled through myClass. It is the student's responsibility to follow the due dates associated with those quizzes. The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date. Quizzes may only be taken once and will be time-limited, meaning you will need to complete the quiz in one sitting.
- Once the quiz has been started, you must complete the entire quiz within the stipulated time limit. Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. It is imperative that students have a reliable internet connection when attempting an exam.
- There are no rewrites or extensions on quizzes.

Assignments/Projects

- All assignments must be submitted by the due date. Late assignments will only be accepted by prior 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 will be subject to Turnitin plagiarism assessment.

Exams

- The final exam is cumulative. Final exams must be completed during the examination period and will be scheduled for a set period between April 22-24, 2024 and conducted over Zoom. No rewrites will be granted for missed exams or unsuccessful attempts.
- 80 minutes will be given for the Midterm to be written. There will only be one attempt.
- 2 hours will be given for the Final Exam to be written. There will only be one attempt on the Final Exam.
- Exams must be completed before the expiration of the pre-set due date, or the student will receive a mark of zero for any missed exams (see schedule for dates).
- Once the exam has been started, you must complete the entire exam within the allotted time limit. Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. It is imperative that the student has a reliable internet connection when attempting an exam.
- The student will receive the mark after the due date. No answers or solutions will be provided.