

**Last Revised:** January 2022

**Last Reviewed:** January 2022

**COURSE INFORMATION**

**Course Title:** Introduction to Marketing

**Course Number:** BUSI 296

**Credits:** 3

**Total Weeks:** 14 (Fall, Spring)  
12 (Summer)      **Total Hours:** 39

**Course Level:**       First Year       Second Year  
 New       Revised Course  
 Replacement Course

**Department:** Business

**Department Head:** C. Konrad

**Former Course Code(s) and Number(s) (if applicable):**N/A

**Pre-requisites (If there are no prerequisites, type NONE):** ECON 201 and ECON 202

**Co-requisite Statement (List if applicable or type NONE):** NONE

**Precluded Courses:** N/A

**COURSE DESCRIPTION**

This course introduces students to the marketing process – those activities concerned with creating, communicating, delivering and exchanging value – and its impact on individuals and organizations in a contemporary environment of sustainability, ethics and social responsibility, globalization and ‘big data’.

**LEARNING OUTCOMES**

Upon successful completion of the course, students will be able to:

- Explain the role of marketing in contemporary society
- Outline the strategic planning process within the organization
- Explain the influences on individual and business consumer behaviour
- Describe the segmentation, targeting, and positioning process
- Examine an organization’s creation, development, and management of value
- Gather and explain market information
- Explain the role of communication, public relations and selling in marketing
- Outline the elements of a marketing plan

**INSTRUCTION AND GRADING**

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other ( <i>specify</i> ):	
Total	39

**Grading System:** Letter Grades  Percentage  Pass/Fail  Satisfactory/Unsatisfactory  Other

**Specify passing grade:** 50%

**Evaluation Activities and Weighting** (total must equal 100%)

Assignments: 20% <i>Specify number of, variety, and nature of assignments:</i>	Lab Work: %	Participation: 5% <i>Specify nature of participation:</i>	Project: % <i>Specify nature of project:</i>
Quizzes/Test: 15%	Midterm Exams: 30% Midterm I 15% Midterm II 15%	Final Exam: 30%	Other: %

**TEXT(S) AND RESOURCE MATERIALS**

Provide a full reference for each text and/or resource material and include whether required/not required.

Marketing, by Grewal, Dhruv, Michael Levy and Shirley Lichti. 9th Canadian ed. Toronto: McGraw Hill, 2021.

**COURSE TOPICS**

List topics and sequence covered.

<b>Week</b>	<b>Topic</b>	<b>Chapter</b>
Week 1	Overview of Marketing	1
Week 2	Developing Marketing Strategies and a Marketing Plan	2 & Appendix 2A
Week 3	Analyzing the Marketing Environment	3
Week 4	Consumer Behaviour	4
Week 5	Business-to-Business Marketing	5
Week 6	Segmentation, Targeting, and Positioning	6
Week 7	Segmentation, Targeting, and Positioning	6
<b>MIDTERM EXAM</b>		
Week 8	Market Research	7 & Appendix 7A
Week 9	Developing New Products	8
Week 10	Product, Branding, and Packaging Decisions	9
Week 11	Services: The Intangible Product	10
Week 12	Pricing Concepts and Strategies: Establishing Value	11

Week 13	Distribution Channels	12
Week 14	<b>FINAL EXAM</b>	

### NOTES

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: [bctransferguide.ca](http://bctransferguide.ca)