

Effective: Fall 2024

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 101 and ECON 102 or equivalent

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 and apply 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 Exam: 30%	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.

Armstrong, Gary, Phillip Kotler, Valerie Trifts and Lilly Anne Buchwitz. *Marketing: An Introduction*. 7th ed. North York: Pearson, 2021. Required.

COURSE TOPICS

List topics and sequence covered.

Week	Topic	Chapter
Week 1	Marketing: Creating Customer Value and Engagement	1
Week 2 – 3	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	2
Week 3 – 4	Analyzing the Marketing Environment	3
Week 4 – 5	Managing Marketing Information to Gain Customer Insights	4
Week 5 – 6	Understanding Consumer and Business Buyer Behaviour	5
Week 7	Customer Value – Driven Marketing Strategy: Creating Value for Target Customers	6
	MIDTERM EXAM	
Week 8	Products, Services, and Brands: Building Customer Value	7
Week 9	Developing New Products and Managing the Product Life Cycle	8
Week 10 – 11	Pricing: Understanding and Capturing Customer Value	9
Week 12	Marketing Channels: Delivering Customer Value	10
Week 13	Retailing and Wholesaling	11
Week 14	FINAL EXAM	

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

Last Reviewed: September 2024

Last Revised: September 2024