



# Business Administration

Course Number: **BUAD 116**

Course Title: **MARKETING**

Credits: 3

Calendar Description: This course introduces students to the principles and practices of marketing and how they can be applied to organizations. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing. *(also offered by Distance Education)*

Semester and Year: **Winter 2017**

Prerequisite(s): None

Corequisite(s): None

Prerequisite to: BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390

Final Exam: Yes

Hours per week: 3

Graduation Requirement: BBA & Diploma - Required

Substitutable Courses: No

Transfer Credit: PMAC

Special Notes: Credit may be received by passing a challenge exam

Originally Developed: 1984

EDCO Approval: February 2000

Chair's Approval:

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
	(250) 762-5445		
Michael Orwick	# 4683	Kelowna: E235	<a href="mailto:MOrwick@okanagan.bc.ca">MOrwick@okanagan.bc.ca</a>
Aidan Cole		Kelowna: C243	<a href="mailto:ACole@okanagan.bc.ca">ACole@okanagan.bc.ca</a>
Michael Conyette	Vernon: # 2231 Kelowna: #. 4368	Vernon: C339 Kelowna: C:143	<a href="mailto:MConyette@okanagan.bc.ca">MConyette@okanagan.bc.ca</a>
Freedom Bannerholt		Kelowna: C243	<a href="mailto:FBannerholt@okanagan.bc.ca">FBannerholt@okanagan.bc.ca</a>
Colin Wilson		Kelowna:	<a href="mailto:CWilson@okanagan.bc.ca">CWilson@okanagan.bc.ca</a>
Alan Rice	# 4879	Kelowna: C240C	<a href="mailto:ARice@okanagan.bc.ca">ARice@okanagan.bc.ca</a>
Sheilagh Seaton	#3212	Penticton: PC230	<a href="mailto:SSeaton@okanagan.bc.ca">SSeaton@okanagan.bc.ca</a>
Louise Wallace		Salmon Arm: 05B	<a href="mailto:LWallace@okanagan.bc.ca">LWallace@okanagan.bc.ca</a>

**Learning Outcomes**

Upon completion of this course students will be able to

- define the term marketing in the context of the process for creating exchanges of value.
- explain the application of ethics and Corporate Social Responsibility in the marketing context.
- conduct a SWOT analysis of a major company.
- explain the role of marketing research and decision support systems in the strategic planning process for marketing.
- compare the key concepts and theories relating to consumer and business to business decision making processes.
- describe the process of market segmentation when choosing an appropriate target market for a product or service.
- describe the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.

**Course Objectives**

This course will cover the following content:

See Course Schedule

**Evaluation Procedure**

Term Work	20%
Mid-term Exams	25%
Term Project	30%
Final Exam	25%
Total	100%

**Notes**

Students must earn at least half of the total exam marks to pass the course.

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

**Term Work**

The term work grade will be based the individual professor's decisions. It may include (but not limited to) quizzes, class participation, in-class work, and homework assignments.

**Term Project**

The project has two components:

- a. Marketing Paper (20%)
- b. Marketing Presentations (10%)

Please see assignment handout and professor for detailed instructions. You will be required to submit an electronic copy of the marketing papers to facilitate screening for plagiarism. A written copy is also required.

**Final Exam**

The final exam is somewhat cumulative, with an emphasis on chapters since the mid-term exams.

**Required Texts/Resources**

Tuckwell, Jaffey. (2016). THINK Marketing, Second edition. Don Mills, Ontario: Pearson Canada Inc. ISBN: 978-0-13-381572-6

## Course Schedule

Date		Topic	Textbook
2017 Week of:		Tues. Jan 3 Classes begin Mon. Feb 13, Family Day – no classes Tue. - Fri. Feb 14 to 17 - Reading Break– no classes Mon. Apr 10 Last day of regularly scheduled classes Fri. Apr 14 and Mon. Apr 17 – Easter - no exams	
Jan	2	Introduction to Course Contemporary Marketing	Ch 1
	9	The External Marketing Environment Product Management ( <b>mini-term 1</b> )	Ch 2 Ch 9
	16	Project Part 1 Marketing Intelligence	Ch 3
	23	Consumer Buying Behaviour Business-to-Business Marketing & Behaviour ( <b>mini-term 2</b> )	Ch 4 Ch 5
	30	Distribution & Supply Chain Management Product Strategy ( <b>mini-term 3</b> )	Ch 12 Ch 8
Feb	6	Market Segmentation & Target Marketing Strategic Marketing Planning	Ch 6 Ch 7
	13	Family Day and Reading Week – no classes	
	20	Project Part 2 Integrated Marketing Communications ( <b>mini-term 4</b> )	Ch 14
	27	IMC: Sales Promotion, PR, & Personal Selling ( <b>mini-term 5</b> )	Ch 15
Mar	6	Project Part 3 Price Strategy & Determination	Ch 10
	13	Price Management ( <b>mini-term 6</b> ) Services and Not-for Profit Marketing	Ch 11 Ch 16
	20	Project Part 4 Retailing ( <b>mini-term 7</b> )	Ch 13
	27	<b>Presentations</b> ( <b>mini-term 8</b> )	
Apr	3	<b>Presentations</b> Final Exam Review	
Apr	12 - 26	Final Exam Period	

This outline is a guideline only. It is subject to change by the professor.

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

---

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

---

### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.