

Grande Prairie Regional College

COURSE OUTLINE - Winter 2015 - Online

BA 1090 EC 3(3-0-0)UT 45 Hours – Introduction to Marketing

Bill Corcoran
C412
Distance course – please e-
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None

Tuckwell, Keith J.

Scarborough: Prentice-Hall, 2012.

The development of a strategic model and its implementation is the prime focus for this introductory course. Using the principles of product, price, promotion, and place, plus the crucial importance of the consumer, students will develop analytical skills.

This is a 3 credit course.

The text book will be the main source of information for this class. For each topic listed, there will be supplemental blackboard assignments and readings. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

There are assignments on the Moodle site. The chapter quizzes and Internet e

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- What is ONLINE ADVERTISING? Briefly describe 8 forms of Online Advertising. What are the advantages and disadvantages?

Price Strategy and Determination

- Influences on Price, nature of the market
- Consideration of Channel Members
- Pricing Objectives Influence Price Decisions
- Pricing Methods
- Pricing and the Law